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ASCAP Expected to Offer New Contract

But Industry Is Planning to Take Its Time, Following Society's Signing of a Modified Consent Decree

By SOL TAISHOFF

HAVING settled its current troubles with the Government through capitulation to a Department of Justice consent decree, ASCAP shortly is expected to make new overtures to the broadcasting industry for return of its music to the air.

Current indications, however, are that weeks or even months will elapse before a method acceptable to all segments of the industry is evolved with ASCAP publishing houses and writers.

There is no chance whatever, according to industry sources, for a moratorium under which ASCAP music would be promptly returned to the air, pending negotiation of new contracts. ASCAP already has hinted, even in advance of the signing of the decree, that it proposes to offer both blanket and "pay-as-you-use" contracts to stations and networks. And Gene Buck, ASCAP president, has rolled out the red carpet, inviting the NAB to initiate discussions.

Revision of ASCAP

With BMI and associated non-ASCAP music sources adequately supplying radio's needs, it is apparent the broadcasting industry will be in no great hurry to plunge into a deal.

Entering of the consent decree will force drastic revision of ASCAP's operating structure, despite eleventh-hour concessions made by Anti-Trust Division attorneys. The formal event is expected to occur in New York on Monday. ASCAP's board announced final approval of the decree last Wednesday, and membership approval—a mere formality—came Thursday night.

Under the decree terms, ASCAP will continue to function as the collection agency for its membership, though provision is made for negotiation individually with users of music by the copyright owners. With the funds going into the ASCAP pool, however, the prevailing system of classification and royalty distribution, originally under vigorous attack by the Government, can be continued in some modified form.

Although Government attorneys insist the decree terms will inject competition in music where monopoly existed before, key broadcasters are not convinced that any appreciable change in ASCAP's licensing operations will occur. The Department attorneys contend that ASCAP now will become a "merchandising" instead of a "policing" agency for its membership.

'Similar Restraints'

It was frankly admitted that the revision of Section 1, which as originally drafted would have prevented ASCAP from exercising any degree of exclusive control or of collection, came only after ASCAP attorneys had argued that dissolution of the Society would have resulted from the more drastic requirement.

The ASCAP decree, except for the controverted Section 1, in all other general aspects conforms with the decree accepted by BMI last month. Both decrees will become effective 90 days after the ASCAP decree formally is entered. Technically, BMI has 20 days in which to contest the ASCAP stipulation, since it is provided that "similar restraints" must be applied against both parties. Revision of the mooted Section 1 may be the basis for such an attack.

NAB-BMI spokesmen were loath to comment formally on the action until an opportunity is afforded to study the revised decree. NAB-BMI President Neville Miller announced simply that it was hoped the effect would be to create and maintain an open and competitive market for music. Until ASCAP submits a revised licensing plan, no formal comment is likely.

Provisos of the ASCAP decree, among other things, will require it to abolish its self-perpetuating board; make eligible for membership any composer who has had one song published, instead of five; and otherwise alter its operating structure. But with ASCAP remaining as the collection agency and with the proviso that no ASCAP members can function through any other agency in selling its performing rights, broadcast observers feel that the tightly-operated music pool will continue pretty much as in the past.

Broadcasters, through NAB President Miller, BMI Vice-President and General Counsel Sydney M. Kaye, and BMI Special Counsel Godfrey Goldmark, vigorously protested the revision of the decree last Monday but got nowhere. The Anti-Trust Division attorneys, after a fortnight of discussion with ASCAP's special counsel, Charles Poletti, New York Lieutenant Governor, and his associate Milton Diamond, finally acceded to the plea that without a modification of the non-exclusive licensing provision, ASCAP would be forced to dissolve.

After notice came to the Department that the ASCAP board had given its approval to the decree, plans were made for prompt filing of a new civil suit in the Federal District Court for the Southern District of New York, along with the proposed decree. This was to be accomplished Monday or Tuesday. Actual entering of the decree, however, is not expected for several days, or after the formality of a court hearing.

May Dismiss Suit

Consummation of the decree will open the way for dismissal of the Government's criminal suit (No. 449-Q) filed Feb. 5 in Milwaukee. It is expected ASCAP will make a plea of *nolo contendere*, which would constitute neither an admission of guilt nor innocence to the Government's charges of violation of the Sherman anti-trust laws. Dismissal by this process probably would mean the levying of a fine against ASCAP totaling $24,000. Of this $5,000 would be against the Society itself, and $1,000 against each of the 19 publishing houses also cited in the criminal information [BROADCASTING, Feb. 10].

With Broadcast Music, Inc., and other suppliers providing the industry with adequate music, broadcasters probably will be in no great hurry to deal with ASCAP. It goes without saying that nothing approaching the guaranteed-percentage plan proffered the industry before the break last year will be acceptable to stations or networks.

It is logical to expect that once the decree is entered, ASCAP and a newly-designated industry conference committee will meet in New York. This may come this week or next.

Before any tangible steps can be taken the NAB board must be called into session, not only to instruct its negotiating committee, but also to devise a plan for reorganization of BMI. Under the consent decree signed by BMI last month, its organization must be changed to conform with the decree terms within 90 days after ASCAP is forced to yield to "similar restraints".

Concession Worry

Because of the transcendent importance of the whole issue, the NAB board might conclude that action of the membership is essential before it can proceed with conversations for return of ASCAP music to the air. This might come in a call for a special convention, or even await the annual NAB convention, scheduled for St. Louis May 12-15.

A routine meeting of the BMI board was held in New York last Tuesday, and was followed Wednesday by a joint meeting of the NAB Executive Committee of seven, and of members of the board of directors of Independent Radio Network Affiliates. While highly elated over the success of non-ASCAP operation, the group had misgivings aplenty over the deep concession made by the Anti-Trust division in modifying the mooted Section 1. They were not inclined to concur in the views of the Government attorneys that the revision was relatively unimportant, and that it introduced horizontal competition in the music field.

The Department of Justice decision to modify Section 1 and make it "quasi-exclusive" insofar as ASCAP licensing functions are involved, came after the stirring plea to Government counsel by Messrs. Poletti and Diamond, who were retained as special counsel for a $50,000 fee. Conferences were held

Does ASCAP Decree Mean New Order in Music? . . . *An Editorial*

HAS THE Government in its zeal to settle its litigation with ASCAP by consent decree applied only half-measures, which will not effectively break the ASCAP stranglehold on performers of music? Has it left the core of the monopolistic infection so it will flare up again in the form of flagrant abuses?

These are the questions posed in broadcasting and other industries which heretofore have been subject to ASCAP's whim. It is clear the Department of Justice has made deep concessions to ASCAP, heeding its plea of utter destruction unless the original decree demands were made less stringent. But in falling for the ASCAP sob story, it may have gone too far.

The precise language of the decree is not yet available, though signing ceremonies are to take place momentarily in the Federal District Court in New York. Until that is accomplished and the terms of the decree can be analyzed paragraph by paragraph, it cannot be known whether ASCAP can continue arbitrary money-mulcting operations of the past.

It now has become obvious that the signal success of BMI since last Jan. 1 when ASCAP music left the air, and the accompanying abysmal flop of ASCAP anti-radio propaganda campaign, motivated the action of the Anti-Trust Division in relaxing the decree terms. ASCAP was, and still is, threatened with disintegration because of the non-performance of its music. ASCAP writers *must* have radio exploitation to survive. Uncle Sam's minions wanted to forestall ASCAP's complete dissolution for several reasons. BMI, without even seeking the objective, virtually overnight would become the most important single entity in music—possibly a monopoly itself, and a more potent one because of its association with the indispensable exploitation medium. At least, that's the story.

The Department has promised adequate safeguards, to prevent ASCAP from running out of bounds. The decree, like the BMI stipulation entered in early January, makes provision for the "pay-as-you-use" method. But the blanket license alternative is available, once the "per program" basis is proffered.

That, insists the Government attorneys, will provide competition in music licensing for the first time. But in revising the ASCAP decree, the Government permits ASCAP to continue as the collection agency for all of the copyright owners in its toils; prevents them from licensing through other agents, with BMI specifically mentioned, and gives ASCAP the right to classify its membership, pretty much as in the past. Unless other safeguards are invoked, NAB-BMI executives feel there will be no material change in ASCAP's past operations.

The fact that ASCAP was forced to take a decree undeniably is a big victory for the broadcasting industry. No one, not even the most optimistic broadcaster, really expected so little public reaction against the loss of ASCAP's music, and all this in the face of ASCAP's slathering of thousands of dollars for propaganda to incite trouble. Broadcasters did not appreciate their own strength.

Because public, industry and program sponsor are well satisfied without ASCAP music, there is no need for haste in negotiating for the return of ASCAP music to the air. Much will have to be done to prepare for the BMI-decree changeover, anyway. Three months are allotted for that. Then in the next nine months, networks must revise their modus operandi to accommodate clearance at the source. Both the BMI and ASCAP organizations during the ensuing 90 days must be reorganized to accommodate the "per program" basis of operation.

The broadcasting industry has about $3,000,000 invested in or pledged to BMI, which has proved beyond question its ability to supply the industry's music needs. If ASCAP, by virtue of what at best appears to be a quasi-innocuous decree, attempts to foist upon radio another brand of shake-down, it won't get far. There's good competition in music now. Users can get along without ASCAP very well.

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early in the week with Assistant Attorney General Thurman Arnold, in charge of the anti-trust division; Holmes Baldridge, chief of the litigation section; Victor O. Waters, special assistant to the Attorney General in charge of the copyright cases, and his assistant, Warren Cunningham.

Protection of the writer, rather than the publisher, proved to be the contention that swung over the Department. It was apparent, too, that pressure had been brought from higher places to prevent ASCAP's collapse. This was founded on the theory that if ASCAP passed out of the picture, its members would desert to BMI and the latter would become an even more potent "monopoly" than the Society. This school contended that BMI, owned by the industry which controls the exploitation medium, would become a violator of the anti-monopoly laws despite its efforts to avoid such a development.

Under the ASCAP decree as now written, wholesale desertion of ASCAP writers to BMI will be averted. While ASCAP will have to dispense with its self-perpetuating board structure, it nevertheless will be left free to run its own business, though the Government counsel insist it will not be able to distribute funds on a preferential basis. Royalties, according to the Government, must be allocated on the basis of the contribution of copyright owners to ASCAP, and on actual public performance for profit. The old method of arbitrary classifications will be terminated.

Clearance at the source of all music is specifically provided in both the BMI and ASCAP decrees. The provision, however, will not become operative until nine months after the BMI reorganization or approximately a year from the date of ASCAP's capitulation to such a decree. Both NBC and CBS necessarily must revise their contracts with affiliates to accommodate this system. Each key station originating a program, whether over a nationwide network or a two station hookup, must clear music performing rights and indemnify outlets against infringements. Individual stations, for local performances, must hold necessary performing licenses, however.

ASCAP Distributes Decree

At the ASCAP membership meeting in New York last Thursday, where formal ratification of the decree was procured as a means of avoiding future legal snarls, it is reported mimeographed copies of the proposed document were passed out. It developed, however, that the language was not identical with that actually incorporated in the decree, which will not be formally released by the Department until the actual filing occurs. This incident provoked some difficulty. The understanding had been, it is reported, that the decree would not be released until signed. It is felt ASCAP did not keep faith.

Because the language of the original draft did not accord with the NAB-BMI understanding of certain of the decree provisions, conversations were held during the latter part of the week by Messrs. Miller and Kaye with Anti-Trust Division attorneys. It was during these conversations that the Department assured the broadcast representatives that ASCAP's version of the decree was inaccurate.

Even though Government attorneys have been notified of ASCAP's acceptance, they do not regard the decree as an accomplished fact until the papers are signed. Once this is done, Assistant Attorney General Arnold will issue a press release.

Diversified BMI

EXAMINATION of 50 recent BMI tunes, representing the pick of 50,000 submitted manuscripts pouring in at the rate of 1,000 per day, indicates an interesting diversity of authorship, according to a BMI analysis. Among the recent tunes are compositions of nine professional musicians, among them Bandleader Horace Heidt; one newspaperman now in military training; Edgar A. Guest, America's household poet, who has written "At Home, When Lights Are Low" in collaboration with Maurice Wetzel, Chicago radio program director; a Philadelphia dentist; a post-office clerk; a Midwest bookkeeper.

ASCAP's Decree Action Ratified by Membership

MEMBERSHIP meeting of ASCAP, held at the Hotel Astor, New York, last Thursday night and attended by some 700 ASCAP members, unanimously approved the action of the board in accepting the consent decree. It was announced that at the board meeting held Feb. 19 every publisher member of ASCAP had reaffirmed his 10-year contract with the Society and that the composer members at the meeting unanimously reaffirmed their 10-year contracts.

Meeting was opened by Gene Buck, ASCAP president, who flew to the Pacific Coast to conduct a similar meeting of Hollywood writers on Feb. 23 in Beverly Hills, Cal. Charles Poletti, who handled ASCAP negotiations with the Department of Justice, read the decree to the New York meeting, explained its provisions, and recommended its acceptance.

Theatre League Denied Part in Consent Decree

EFFORTS of the League of New York Theatres to participate in any settlement of the ASCAP controversy by consent decree, through inclusion of a provision which would recognize claims of owners of grand rights to royalties paid into ASCAP for music performance, apparently have fallen on deaf ears. Anti-Trust Division attorneys of the Department of Justice are not disposed to alter the ASCAP decree, slated to be entered next week, to accommodate these demands, made formally in a petition filed Feb. 17. It is felt that actually the theatrical group seeks to have a definition of grand rights as opposed to small rights written into the decree.

Milton R. Weinberger and William Klein, New York attorneys, conferred with Department of Justice attorneys last week regarding their claims. They sought to have provisions introduced which would permit producers of musical comedies, holding grand rights, to negotiate with ASCAP on distribution of royalties recognizing their rights.

In New York last Thursday, Messrs. Klein and Weinberger said that the League plans to object to acceptance of the ASCAP decree by the Federal District Court in New York when it comes up for hearing. Under customary procedure, the court will set a hearing date following the filing of the proposed decree, scheduled for Feb. 24. The hearing date probably will come within a week.

BMI has contracted for the licensing of music controlled by the Society of Jewish Composers, Publishers & Song-writers; has acquired the performance rights to the band music catalog of Jean Missud of Salem, and has also contracted for the catalog of Majestic Music Corp.

Music Shift Fails to Affect Audience

Slight Gain for Drama And Loss for Music Noted by Hooper

ANSWERING questions of advertisers and agencies about the effect of the withdrawal of ASCAP music from network programs on the size of the radio audience since the first of the year, C. E. Hooper Inc. has analyzed the listening indexes for December, 1940, and February, 1941, as revealed by the Hooper Radio Reports for those two months.

The general conclusion is that no significant change has occurred in the size of the radio audience or its listening pattern as a result of the music situation, except for a slight decrease in listening to musical programs and a slight increase in the listening to dramatic shows.

Five questions are posed and answered in the Hooper study. The first question: Is radio in general losing its audience? is answered by a sets-in-use breakdown as follows:

EVENING SETS-IN-USE

Day	Dec. 1940	Feb. 1941	Change
Sun.	39.0	43.1	+4.1
Mon.	35.4	37.0	+1.6
Tues.	35.9	37.6	+1.7
Wed.	33.8	34.9	+1.1
Thurs.	36.3	37.1	+0.8
Fri.	31.6	36.9	+5.3
Sat.	29.7	28.8	—0.9

The average change in sets-in-use from December to February is an increase of 2.2%, approximately the normal seasonal change, which over the past five years has averaged 2.5%. Hooper's conclusion is that "nothing has arisen between December, 1940, and February, 1941, to cause any abnormal increase or a decrease in the audience of radio in general."

Similarly tabulating the ratings for network programs:

EVENING AVERAGE RATINGS—DEC.-FEB.

Day	Dec. 1940	Feb. 1941	Change
Sun.	13.2	14.4	+1.2
Mon.	10.8	10.5	—0.3
Tues.	12.9	13.4	+0.5
Wed.	11.4	12.1	+0.7
Thurs.	13.1	14.0	+0.9
Fri.	10.1	10.9	+0.8
Sat.	11.1	11.0	—0.1

and finding an average of 0.7%, the study concludes that network ratings have not fallen off. Furthermore, the percent of listeners to evening programs also increased slightly, by 0.2%, showing that the networks are not losing listeners to independent stations. The "percent of listeners" breakdown by evenings follows:

"% OF LISTENERS" TO EVENING PROGRAMS

Day	Dec. 1940	Feb. 1941	Change
Sun	31.8	32.4	+0.6
Mon.	27.9	27.0	—0.9
Tues.	32.2	33.0	+0.8
Wed.	30.9	32.2	+1.3
Thurs.	33.9	34.0	+0.1
Fri.	28.1	27.7	—0.4
Sat.	35.1	34.0	—1.1

Pointing out that on Saturday, and only on that day, all three measurements are down, Hooper says that this variation may not be "entirely statistical," since there are only seven sponsored network programs on Saturday evening; the quarter-hour continuity and news programs which build early evening audiences Monday through Friday are not on the air on Saturday; neither NBC-Blue nor MBS has any sponsored shows on Saturday evening, and the sponsored shows on the Red and CBS are chiefly musical after 9 p.m. EST. Therefore, any shift away from musical shows, no matter how slight, would cause some loss for Saturday evening.

Has there been such a loss? Are music and variety programs losing their audiences to other types of programs? The answer is found in a popularity index table, based on percent of listeners to various types of programs:

	Index for Dec. 1940	Index for Feb. 1941	Change
Variety (29 programs)	37.5	37.0	0.5
Drama, Plays (21 programs)	33.3	34.6	+1.3
Music, Popular (13 programs)	31.0	29.4	—1.6
Quiz (11 programs)	28.0	28.9	+0.9
News (10 programs)	28.2	27.1	—0.9
Drama Continuity (9 programs)	25.1	26.8	+1.7
Music, Concert (6 programs)	27.3	24.0	—3.3

SUMMARY OF HOOPER FINDINGS

1. There is no significant change, other than seasonal, in the total radio audience.
2. It would appear from these findings that the significant change between December, 1940 and February, 1941 has been entirely internal—a slight shift from music to drama.
3. There is no significant listener shift between network and independent stations.
4. Music programs, both concert and popular, have lost slightly in popularity since December.
5. Losses of less than 1% of listeners are found for variety and news programs.
6. The "% of listeners" to drama, both plays and continuities, has increased slightly.
7. Quiz programs show a gain of less than 1%.
8. On Saturday evening when the sponsored network offerings are sparse and chiefly musical, a slight general decrease in radio listening is found.

PROGRAMS ACHIEVE INCREASED RATINGS

REPORT of the Cooperative Analysis of Broadcasting for the period ending Feb. 11 shows increased ratings for all types of programs. Comparing ratings of 170 network programs for periods ending Dec. 23 through Feb. 11 reveals that 87 have gained listeners, 74 lost audience and 9 remained unchanged. Tabulation shows for period ending:

	70 Day Programs	100 Evening Programs	All Programs
Dec. 23	6.2	13.9	10.7
Jan. 14	6.0	13.5	10.5
Jan. 26	6.1	14.0	10.7
Feb. 11	6.2	14.2	10.9

Contrasting the latest CAB ratings with the previous report (182 programs are then comparable) shows 96 increases, 67 decreases and 19 remaining unchanged. Breakdown shows:

	Up	Down	No Change
35 Musicals	18	16	1
73 Non-Musical, Variety	44	24	5
108 Combined Evening	62	40	6
74 Daytime	34	27	13
Total (182 programs)	96	67	19

A COMPLETE program of BMI music will be presented at Town Hall, New York, March 13, by Otto Cesana and his orchestra.

Drawn for Broadcasting by Sid Hix

"He Submitted a Song Called 'When Ida and Jeannie Met Perfidia and Frenesi'!"

Board in Canada Studies Copyright

Further Inquiry Is Foreseen As Testimony Conflicts

By JAMES MONTAGNES

WHILE Canadian broadcasters will not know until the end of February what copyright fees they will pay in 1941, the consensus among those attending the Copyright Appeal Board hearings at Ottawa Feb. 12-13 is that there will be no boost in the present 8 cents per licensed receiver rate, with that rate likely to be split between Canadian Performing Right Society and BMI Canada Ltd. Justice A. K. Maclean, chairman of the Board, intimated that an inquiry will be made into the entire situation.

Surveys by the Canadian Assn. of Broadcasters, Canadian Broadcasting Corp. and CPRS jointly on key stations in Eastern Canada in the past month have shown an increasing number of BMI tunes, in the ratio of about 3 to 5 CPRS tunes. BMI Canada jumped its application for a share in the present 8-cent rate to 4 cents on the strength of this showing.

A Graded Scale?

The surveys were complicated to a certain degree because some BMI tunes are contained in the CPRS catalogue, including such hits as "Frenesi." Because of this complication, Canadian stations have to continue with CPRS for the present, and cannot readily drop contracts to take over the BMI catalogue.

The board chairman discussed possibility of some plan whereby stations would pay a graded scale on the number of tunes they used, instead of on the entire catalogue as at present.

Movie Promotion

AS A SUBSTITUTE for radio plugs on its musical-films, now made impossible because of the ASCAP-radio controversy, 20th Century-Fox has evolved a stage show "trailer" which will be sent to theatres where live talent still forms part of the program. First test will be made with exploitation of "That Night in Rio". The special stage trailer, which provides fresh glimpses of material in the picture, will be presented at Roxy Theatre, New York, during the screen run of "Tobacco Road" which opens Feb. 24. The Hollywood film studio in mid-February sent feather costumes, totaling 90 pounds and valued at $10,000, to the Roxy for the trailer show. In addition, the film studio will rely upon ASCAP licensed stations, recordings and individual orchestras in lieu of the usual network plugs.

IN PLACE of *ASCAP on Parade*, the hour program of ASCAP music recently discontinued on four New York stations [BROADCASTING Feb. 17], WMCA, one of the stations involved is presenting a two-hour recorded dance program, *Just Dance*, under sponsorship of Monarch Wine Co., New York, through Arthur Rosenberg Co., New York.

Industry Already Taking Steps Toward Voluntary Censorship

Neville Miller Assures Cooperation as President Tells of Dangers Involved in News Leaks

RESPONDING to a trial balloon sent up by President Roosevelt at his press conference last Friday, NAB President Neville Miller has advised BROADCASTING the radio industry can be expected to exercise self-imposed regulation to avoid alleged excesses by all new media in handling and reporting news bearing on national defense.

President Roosevelt's observations on the revelation of U. S. military plans in news stories published Feb. 21 included no direct mention of censorship. It was felt in Washington newspaper circles, however, that his 30-minute discourse on moral, ethical and patriotic factors involved in publishing confidential defense news might eventually extend farther than the voluntary control of news he mentioned.

An Active Question

Commenting on the President's observations, Mr. Miller stated that steps had been taken by the broadcasting industry as far back as the beginning of the European crisis to guard against what then were described as avoidance of "unneutral" acts, but which have pervaded the whole scene of American news reporting. The subject is one being constantly considered, he said.

The hullabaloo arose from publication of assertedly secret testimony given Feb. 20 by Gen. George C. Marshall, Chief of Staff of the U. S. Army, at an executive session of the Senate Military Affairs Committee. President Roosevelt commented that the publication of such confidential information, via radio as well as newspapers, raises an interesting question of duty on the part of publishers. Although emphasizing that he was suggesting no remedy, he indicated the responsibility lay with publishers, rather than news reporters or persons responsible for the leak, and that it was a matter for them to cope with. Also it was a question the American people should be thinking about, he stated.

Noting two steps involved in publishing such reports—first, revelation of confidential information by some person or persons, and second, actual publication of the news account—the President indicated that primary responsibility lay with the man behind the desk, on whose discretion publication depends. Thus, the problem rests squarely on the shoulders of the publishers, it was indicated.

For some time reports have circulated in Washington that in the face of a mounting crisis President Roosevelt might set up a Federal clearing house and "information" bureau for news. This organization, similar to the one headed by George Creel during World War I, probably would be supervised by Lowell Mellett, one of the "passion for anonymity" assistants to the President, according to these reports.

Virtually since the present crisis began, it is known, networks have admonished their own newsmen and commentators to avoid reporting which might in any way supply aid and comfort to belligerents. This has been particularly true of ship movement news.

Further Steps Seen

It is likely that as an outgrowth of the current tense situation, further steps will be taken promptly to invoke some sort of a code governing handling of national defense news. The Government's participation, it has been indicated, will be on an affirmative basis, or to get the proper sort of news to the people, but via the press and radio. As long as this country is a non-belligerent, it has been made clear, no steps will be taken toward direct censorship.

While radio performs an original reporting function these days, it is dependent for the bulk of its domestic news upon the press associations serving radio. The major problem of self-regulation, it is pointed out, therefore devolves upon the news-gathering organizations.

Martin Campbell Depicts ASCAP's Tune Tactics

A PREDICTION that the BMI-ASCAP controversy will be solved soon was voiced by Martin B. Campbell, managing director of WFAA, WBAP and KGKO, in a speech Feb. 18 before the Dallas Advertising League. Mr. Campbell said complaints by ASCAP that the public is being denied real music through a boycott by the radio chains and that songs allowed on the air are being played to death, are taken very lightly by BMI.

"ASCAP charges that their song writers are going to starve to death and that the public is going to starve musically. Yet changing the tempo of old songs, giving them new names and getting them plugged on the air were the secrets back of so many ASCAP hits." Mr. Campbell illustrated his point by having Craig Barton, WFAA-KGKO staff pianist, play classical melodies and their current derivatives.

CRC Co-Op Plans

COLUMBIA RECORDING Corp., Bridgeport, has doubled its 1941 appropriation for dealer cooperative advertising but has placed restrictions on its use, according to Patrick Dolan, advertising manager. The budget will not include cooperative spot announcements placed by dealers on stations not included in a list of accepted stations drawn up by CRC and Benton & Bowles, the CRC agency. Spot announcement and mat service will be submitted to dealers.

New York Herald-Tribune

Chairman Fly Confers Feb. 20 With President

FCC CHAIRMAN James Lawrence Fly conferred Feb. 20 with President Roosevelt for a half-hour—his first official conference in several weeks. While no statement was made, it is understood activities of the Commission and of the Defense Communications Board, also headed by Chairman Fly, were discussed. With a vacancy still existing on the FCC by the retirement last June 30 of Thad H. Brown, it is assumed selection of his successor was discussed. The President several weeks ago indicated that he had the appointment, a Republican vacancy, under consideration.

Chairman Fly planned to confer Feb. 22 in New York with Edwin F. Chinlund, president of Postal Telegraph, and on Feb. 24 with AT&T President Walter S. Gifford, who is chairman of the Industry Advisory Committee of DCB. DCB, at its weekly meeting Feb. 20, considered a number of reports submitted by its technical industry committees.

NEWS IN PORTLAND
Myers Claims KOIN Program Leads the Field

THE *Five Star Final* news program heard on KOIN, Portland, Ore., at the same time as the *Richfield Reporter*, "consistently and considerably out-rates Richfield according to Facts Consolidated", asserts C. W. Myers, KOIN president.

Mr. Myers' statement was made in response to an article in the Jan. 27 BROADCASTING titled "The News That Moves Richfield Oil", written by Robert M. Hixson, head of Hixson-O'Donnell Advertising Inc., Los Angeles advertising agency.

All-Girls at WLW

WSAI, Cincinnati, on March 5 will turn over its complete facilities to an all-girl staff in observance of Girls' Week in America, running March 2-9. Thirty girls will be selected for duty during the day at auditions to be held Feb. 27. Starting at 5:30 a.m., the all-girl staff will announce each program throughout the March 5 broadcast day. Joseph Reis, director of the WLW-WSAI public service department, will supervise the auditions and assignments.

Petrillo Presents Guild Ultimatum

Declares Soloists Must Join Ranks of AFM by March 1

INSTRUMENTAL musicians who are now members of the American Guild of Musical Artists have been given until March 1 to withdraw from that organization and join the American Federation of Musicians in an ultimatum issued by James C. Petrillo, AFM president.

Notice sent to broadcasters, concert bureaus and manufacturers of transcriptions and phonograph records by Mr. Petrillo states that: "With a view to protecting the interests of the American Federation of Musicians, members of the AFM will not, after March 1, 1941, play as instrumental musicians with any instrumental musician who is not a member of AFM."

Soloists Affected

Move comes after a court battle which began last August when a similar letter from Mr. Petrillo, setting Labor Day, 1940, as the deadline, was followed by AGMA going to court and obtaining a stay order which was dismissed by New York Supreme Court Justice Aaron Steuer in a decision which was upheld by the Appelate Division of the Court [BROADCASTING, Feb. 3, reviews the case]. AGMA has carried its case to the New York Court of Appeals, but it is not considered likely that it can be heard in time to stop AFM's action on March 1.

AFM edict is tantamount to barring AGMA instrumentalists, including such well-known performers as Heifitz, Elman, Hoffman, Horowitz and Spalding, from employment in radio, the movies, recordings and concerts unless they submit and become members of AFM.

Its chief effect on radio will be to eliminate the appearances of these soloists on broadcasts of symphony concerts. Only commercial programs believed affected are the *Ford Sunday Evening Hour*, which frequently uses AGMA members as soloists, and Coca-Cola's *Pause That Refreshes on the Air*, which employs Albert Spalding both as violinist and m.c. The New York office of D'Arcy Adv. Co., agency in charge of Coca-Cola advertising, said no decision had ben made regarding any change in its program.

Network executives are passing the Petrillo notice on to sponsors and advertising agencies and to artists who might be affected without comment. Privately these executives have expressed the opinion that there is nothing they can do in the matter; they are not going to force any one to join any organization, but neither are they going to allow any one to cause them to lose their union musicians.

AFRA, whose president, Lawrence Tibbett, is also president of AGMA, has stated that it will not break its contractual relations with the broadcasters unless its rights are affected. They are not affected by this AFM action, as AFRA has not accepted instrumentalists as members.

Tobacco's Road to Successful Selling

Variety Programs and Strong Copy Aid Brown & Williamson Sales

By EDWARD CODEL

TO BROWN & WILLIAMSON Tobacco Corp., of Louisville, radio advertising and success have been synonymous.

It was nearly 11 years ago—in 1930—that B & W first employed radio as an advertising experiment. Convincing evidence that the experiment succeeded is offered by the company's sales records of the intervening decade, and of the position B & W now holds among the nation's advertisers. B & W officials have left no doubt of their complete faith in radio as the most effective advertising medium, for since 1930 they have increased their radio advertising appropriations each year.

From Little to Big

Today the firm is one of America's largest radio advertisers. If further proof is needed, witness the sales gains of B & W. In 1930, the company was still a comparatively small, independent concern and ranked far down in the list of national advertisers; now B & W is one of the foremost tobacco companies in the country and is among the nation's 10 leading advertisers.

What is the story behind this successful story of radio advertising?

Although B & W officials first ventured into radio in 1930, it was six years later that they began concentrating on radio as a principal advertising medium.

In 1936 the tobacco company sponsored a program featuring Tommy Dorsey's orchestra on an NBC network to promote Kool and Raleigh Cigarettes. Sufficient to say of the success of this program that it remained on the air for three years. During these years, B & W expanded its radio campaign and increased by many fold its radio appropriation. And with each new boost in the radio allotment came a greater sale of B & W products further to convince company officials of the effectiveness of radio as an advertising medium.

KNOWN to millions of listeners as "Uncle Walter" on *Uncle Walter's Doghouse*, NBC-Red network feature heard on 85 stations, is Tom Wallace. In addition to being an actor, he is vice-president and radio director of the Russel M. Seeds Co., Chicago, handling the B & W account. Wallace entered radio as a singer in 1926 and has been announcer, salesman, agency owner and now an agency vice-president and radio director.

DISCUSSING the final script changes before *Wings of Destiny*, NBC-Red network feature heard on 85 stations, goes on the air are (l to r) Freeman Keyes, president of the Russel M. Seeds Co., Chicago, agency handling the account; T. V. Hartnett, executive vice-president of the Brown & Williamson Tobacco Corp., Louisville, and Mel Williamson, member of the agency'c production staff who is in charge of the Wing's cigarette show. The program offers a Piper Cub plane each week.

About this time Freeman Keyes, president of Russel M. Seeds Co., Chicago, was hunting a sponsor for one-half hour of the *Renfro Valley Barn Dance*. Keyes and John Lair, who were identified with many WLS, Chicago, shows, had built and were presenting the barn dance over WLW, Cincinnati, with Pinex and Keystone, two seasonal advertisers, each sponsoring a half-hour of the program. However, in March, 1937, these two sponsors discontinued for the season. Allis-Chalmers immediately picked up a half-hour of the *Renfro Valley Barn Dance*, and the other half-hour was available. This spot was offered to B & W officials and they took it to advertise their Bugler Tobacco, calling the show *Plantation Party*.

Quick Action

That program cost B & W but a few hundred dollars per week and its success was immediate, for Bugler sales began booming hours after the debut program was over. As a matter of fact, a survey showed that a large number of dealers reported sales inquiries 10 minutes after the program had left the air. Since then, the *Plantation Party* has been greatly enlarged and now is broadcast over a 90-station NBC-Red network, starring The Westerners, Tom, Dick & Harry, the Doring Sisters, the Duke of Paducah and Michael Stewart. In December, 1940, this program had a Crossley rating of 11.3.

Thus did B & W executives—President George Cooper, Executive Vice-President T. V. Hartnett, Vice-President E. M. Lewis and Advertising Manager W. R. Hendricks—become unalterably radio-minded.

Only a short time after B & W undertook sponsorship of the *Plantation Party*, company officials concluded that in radio they had found a medium by which, perhaps, they also could inject a promotional-hypodermic into Avalon cigarettes, a 10-cent product in a field which demanded superlative advertising ingenuity.

And Then a Fourth

Mindful of the success of *Plantation Party* in promoting Bugler, B & W called on Freeman Keyes. After conferring on various program types, they decided to aim for a more sophisticated audience with a variety program. A show featuring Red Skelton, a promising young comedian, was built and given three test weeks on WLW. It was an immediate hit, and in three weeks *Avalon Time* was aired on an NBC-Red network. Result: Avalon cigarettes immmediately forged into the forefront in their field.

Radio then had proved its effectiveness in advertising four B & W products, so company executives decided to give it a chance with a fifth—Big Ben, the only B & W tobacco that carried premium coupons. To reach the average pipe smoker, a homey, men's show was needed: So was born *Uncle Ben's Dog House*. Within three months the program had gained such wide popularity that B & W changed the name to *Uncle Walter's Dog House* to plug sales of their more expensive tobacco, Sir Walter Raleigh.

Now the show, which features Tom Wallace, vice-president and radio director of the Seeds agency, as Uncle Walter, is heard on an 85-station NBC-Red network and it ranks among the outstanding half-hour programs on the air. Besides Wallace the program stars Virginia Verrill, Bob Strong and his orchestra and Lin Borden, and this show had a pre-Christmas Crossley rating of 18.3.

More Radio

With *Uncle Walter's Dog House* producing satisfactory results for Sir Walter Raleigh, B & W added another variety program to its swelling list of radio shows. This new program, *Home Town, Incorporated*, was patterned on the *Show Boat* theme, and was broadcast over a limited southern network for several months to promote Raleigh cigarettes. When it became evident the program would "catch on"—B & W officials authorized the Seeds agency to purchase rights to the name *Show Boat*, and since then the program has been carried under that name, sponsored on an NBC-Red network for Avalon cigarettes. However, the foremat has been revised somewhat with a spice mixture of songs, music and comedy chatter. Instead of starring a traditional Captain Andy, the *Show Boat* program now features the Hollywood team of Gill & Demling with a supporting cast including Miss Verrill, Marlin Hurt with his irrepressible voice-creation, Beulah; Dick Todd and Robert Trendler, music conductor.

Only a few months ago B & W launched its latest radio venture,

(*Continued on page 41*)

HAD YOU button-holed the first advertising man to pass by about 11 years ago; and had you popped this question—"Who is Brown & Williamson"?—you might or might not have received an answer. Try the same thing now and you'll find yourself in a lively conversation. You'll match tales about miracles of salesmanship that have brought B & W right up to the top flight in the tobacco kingdom. You'll swap rumors about factories working right up to the hilt. And before the talkfest is over you'll realize that one medium has brought most of this fairy-tale prosperity to an advertiser. The medium used? That's right! You guessed it the first time! It's broadcasting, of course!

Progress and Problems of FM Considered at Ohio Meeting

Coverage Problems Considered; High-Fidelity and Antenna Features Discussed by Engineers

WITH FM continuing as a major discussion topic, and more than 250 radio engineers from all over the country attending, the fourth annual Broadcast Engineering Conference at Ohio State U, Columbus, was in its final days of a two-week session as BROADCASTING went to press. FM, along with television and reallocation problems, has highlighted the sessions since they started Feb. 10 under direction of Dr. W. L. Everitt, of the OSU engineering department [BROADCASTING, Feb. 17].

During a two-session discussion of "Loudspeakers" Feb. 14-15, H. F. Olson, of RCA, outlined and analyzed the factors involved in building loudspeakers with a satisfactorily low distortion. On the same days a roundtable session on receivers was conducted by J. Kelly Johnson, of Hazeltine Corp., E. B. Passow, Zenith Radio Corp., and W. L. Dunn, of Belmont Radio Corp.

Proper Coverage

Leading off the FM discussions, which featured the second week of the conference, Maj. Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system, spoke Feb. 17 on the current status of FM operations and development. Following Maj. Armstrong, Stuart Bailey, Washington consulting engineer, discussed FM allocations and coverage, outlining FCC procedure for determining coverage of UHF stations under various conditions. He pointed out that it sometimes is necessary to modify an FM application several times before proper coverage can be attained.

Speaking on "Hearing, the Determining Factor for High-Fidelity", Harvey Fletcher, of Bell Telephone Labs., discussed the tone and volume range of certain music and outlined the limits of a perfect system. He estimated that the hearing of more than 2 million persons was tested at the Golden Gate Exposition and the New York World's Fair during 1939 and 1940.

Mr. Fletcher also demonstrated how ideal conditions could be compromised to meet practical considerations and still render a high-fidelity service to the listener. He discussed binaural transmission and described a series of tests using both binaural and diotic transmission, emphasizing the need for more extensive tests on this subject.

On Feb. 18 M. L. Levy, of Stromberg-Carlson, outlined the various design features involved in producing FM receivers. On Feb. 18 and 19 Andrew Alford, of Mackay Radio & Telegraph Co., spoke on "UHF Antennas and Transmission Lines", discussing particularly the Brown turnstile antenna and his own horizontal ring antenna. He observed that a coaxial transmission line could be unbalanced as much as 3 to 1 without introducing serious additional losses provided the line was efficient. He also pointed out that open transmission lines have much lower loss for the same amount of copper used, provided the lines are balanced.

Discussing "FM Field Tests" Feb. 19, Raymond F. Guy, of NBC, described NBC tests comparing amplitude modulation, narrow-swing FM with a deviation of 15 kc. and wide-swing FM with a 75 kc. deviation, illustrating with a series of test recordings. Kenneth A. Norton, of the FCC technical information department, spoke also on "UHF Transmission", explaining how atmosphere and ground conditions affect radio transmission, particularly on the UHF spectrum.

Harlingen, Tex., Local

A NEW LOCAL station in Harlingen, Tex., to operate on 1240 kc. with 250 watts unlimited, was authorized last Tuesday by the FCC. The grant was to Harbenito Broadcasting Co., of which O. L. (Ted) Taylor, general manager of KGNC, Amarillo, is 50% stockholder. McHenry Tichenor and Genevieve Tichenor are president and vice-president respectively, holding 25% each. They are both from Harlingen. Mr. Taylor also is stockholder and general supervisor of the companies operating KTSA, San Antonio; KRGV, Weslaco, and KFYO, Lubbock.

Jewel Tea Series

JEWEL TEA Co., Barrington, Ill. (grocery products), is testing one-minute spot announcements twice daily on WAVE, Louisville. Distribution of company's products is confined to the central and southern States, and more stations will be added in these areas if test is successful, according to Schwab & Beatty, New York, agency in charge.

Bells of KYA

SHIP'S BELLS, tolling in nautical style on the hour and half-hour throughout the station's broadcast day, have been installed as part of the transmitter equipment of KYA, San Francisco. The bells are heard in the background of programs on the air and operate automatically, fed to the transmitter independently of all speech equipment in the studios and control rooms. Sound level of the bells has been reduced to prevent domination of program material on the air. The idea was conceived by Harold H. Meyer, KYA manager, and carried out with specially constructed mechanism in the control room by Chief Engineer Paul Schulz.

WAGE, WIBC to Join Mutual Network in April

WAGE, Syracuse, and WIBC, Indianapolis, will join MBS in April, bringing the total of Mutual affiliates to 175. WAGE will become an MBS outlet coincidental with its start of operations, expected to be about April 1. Now under construction, WAGE will operate with 1,000 watts power on 620 kc. Frank G. Revoir is president of the Sentinel Broadcasting Co., and William T. Lane, formerly head of the Lane Adv. Agency, Syracuse, is executive vice-president and general manager, acting also as commercial manager. Jack Curren is program director and Charles Brannen chief engineer.

WIBC will join MBS upon completion of its new transmitter, when the station also goes into fulltime operation with 5,000 watts daytime and 1,000 watts night power on 1070 kc., probably about April 15.

Hudson May Add

EASTERN Dealers of Hudson Motor Cars, Detroit, have renewed contracts for spot announcements four times daily on WGNY, Newburgh; WATR, Waterbury; WICC, Bridgeport; WNEW and WHN, New York. More stations may be added, according to Brenallen Co., New York, the agency.

TECHNICAL tricks kept the nation's radio engineers busy at the Fourth Annual Broadcast Engineering Conference, held at Columbia [BROADCASTING, Feb. 17]. Here are Dr. W. L. Everitt, director of the conference; E. L. Gove, WHK-WCLE, Cleveland; John Morrison, Bell Laboratories.

23 Stations Added To NAB's Roster

Executive Committee Meets; BMI Problems Discussed

THE NAB executive committee met in New York last Wednesday and approved membership applications of 23 standard broadcast stations and two FM stations, as well as the applications of nine companies for associate memberships.

Although the group also met with similar committees of the Independent Radio Network Affiliates and Broadcast Music Inc. for general discussion of such industry problems as the ASCAP situation, the recent move of the American Federation of Musicians to force instrumentalists now belonging to the American Guild of Musical Artists either into the AFM or off the air, the proposed legislative attack on radio by the Allied Printing Trades Assn. and similar matters, no action was taken.

BMI Board Meeting

The BMI board, meeting in New York, Feb. 18, for a "routine business session", similarly reported discussion of its problems, but no official action.

Members of the NAB executive committee present were: Neville Miller, NAB president and chairman of the committee; John Elmer, WCBM, Baltimore; Herbert Hollister, KANS, Wichita, Kans.; Paul W. Morency, WTIC, Hartford; Don Searle, KOIL, Omaha. Also attending the joint session were: Walter J. Damm, WTMJ, Milwaukee; Edward Klauber, CBS; Fred Weber, Theodore C. Streibert, MBS; Frank Mullen, Mark Woods, Frank Russell, NBC; Sydney Kaye, M. E. Tompkins, BMI; Samuel R. Rosenbaum, WFIL, Philadelphia; George W. Norton Jr., WAVE, Louisville; I. R. Lounsberry, WGR, Buffalo; Harold A. Lafount, American Broadcasting Co., New York; C. E. Arney, NAB.

Stations accepted into NAB membership include:

WATW, Ashland, Wis.; WBLJ, Dalton, Ga.; WCED, DuBois, Pa.; WCOA, Pensacola, Fla.; WCOV, Montgomery, Ala.; WEAU, Eau Claire, Wis.; WFLA, Tampa, Fla.; WHDF, Houghton, Mich.; WKMO, Kokomo, Ind.; WLAV, Grand Rapids, Mich.; WRLC, Toccoa, Ga.; KBIZ, Ottumwa, Ia.; KDAL, Duluth, Minn.; KFMB, San Diego, Cal.; KGBU, Ketchikan, Alaska; KHBG, Okmulgee, Okla.; KMYC, Marysville, Cal.; KODL, The Dalles, Ore.; KREG, Los Angeles, Cal.; KRMC, Jamestown, N. D.; KSD, St. Louis, Mo.; KVOX, Fargo, N. D.; KWLK, Longview, Wash.; W1XBO, Hartford, Conn.; W8XAD, Rochester, N. Y.

Associate members:

Columbia Recording Corp., New York; Lang-Worth Feature Programs, New York; NBC Radio Recording Division, New York; Standard Radio, Hollywood; World Broadcasting System, New York; Memovox, Inc., Beverly Hills; Western Electric Co., New York; C. E. Hooper, Inc., New York.

Singin' Sam Series

HARRY FRANKEL, radio's *Singin' Sam*, preferred charges Feb. 19 against James Crawford, Philadelphia cabaret singer who had been using the "Singing Sam" billings. The latter was held in $1,500 bail for further hearing by Magistrate Nathan Beifel in Philadelphia. Crawford was also ordered to post an additional $1,500 cash bond never again to sing in the United States under the name of Singing Sam.

127 Advertisers Came back!

1931
1932
1933
1934
1935
1936
1937
1938
1939
1940
1941

127 ADVERTISERS CAME BACK . . .
WITH RENEWALS AND REPEATS IN 1940!

The best evidence of advertising merit always is reflected in renewals and repeat orders. During 1940, there were 127 spot and local customers of KOA who came back with renewals and repeats.

No stronger proof of value and productivity can be given. Every one of these 127 users had tried KOA repeatedly and found it good. Steadily 40 of them have used this great station for 5 to 10 years each. Scores of others come in the 2 to 5 year group. And, already, the 1941 renewals are coming through—giving us our most highly prized accolades of approval.

Such powerful evidence of profitable results is your best assurance when considering radio in Denver. You can rely on KOA for better results from your programs. Call or wire any NBC Spot Sales Office or write us direct.

KOA
50,000 WATTS
FIRST in DENVER
in Everything!

NBC RED NETWORK — OPERATED BY NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

They All Know the Wilf Brothers

In Philadelphia, and Heed Broadcast Messages

By PHILIP KLEIN
President, Philip Klein Adv. Agency
Philadelphia

ONE MORNING a year ago we had a call from Alex Wilf, one of the five Wilf Brothers, who have been selling floor coverings and venetian blinds to Philadelphians for 25 years. He told me to bring down that radio contract we'd been telling him about. In about two minutes flat I was handing a pen to Mr. Wilf who, without further questioning, signed for the first time a 13-week radio contract for a local WFIL news broadcast, every weekday 8:45-9:00 a.m.

Not a Wilf in Sight

Asked about supplying copy themes, he told me he would work up some ideas before his first program the following Monday. On Saturday WFIL called us, pleading for copy. We could only say that Alex Wilf would come through on time. On Monday morning, exactly five minutes before air-time, Roy LaPlante, the WFIL announcer, was perspiring freely. He had no Wilf commercial copy. Suddenly in walked Mr. Wilf with two pieces of paper. These he said, were his two commercials. Moreover, *he* was going to deliver them.

The program started. About 8:53, announcer LaPlante stopped at the end of a news clipping and pointed to white-faced Alex Wilf. Shaking like a venetian blind before an open window, Alex Wilf began:

"Perhaps you are wondering why the advertiser himself is taking part in these broadcasts. I am doing that because I want you to know that ours is not an absentee ownership. All five of the Wilf Brothers are personally and directly interested in the growth of our business and we want to talk directly to our customers and tell you about our stores, our service, and our real values. For example, we are now featuring . . ." etc.

That was the first Wilf Brothers' commercial. The second was in the same, friendly tone. And so was the third and every succeeding one of the 300-odd messages Alex Wilf has broadcast himself over WFIL.

The station had frankly never heard such language in selling copy. Veteran broadcasters turned white as a sheet when Alex Wilf said: "You need not rush down to the Wilf Brothers for fear our price is a bargain. Our prices are as low today as they were yesterday—and as they will be tomorrow." Or, "Let Wilf Brothers estimate your job absolutely free. Then, we invite you to visit other stores and compare prices. We are confident that you will come back to us."

An Odd Package

WFIL kept reminding us, in a nice way but with significance, that our 13-week contract was non-cancellable. We ourselves wondered how the public would react to this new type of commercial. Then, near the end of February, we heard from Alex Wilf again. He had decided to throw out his commercial on Washington's Birthday in favor of a short message on the meaning of the holiday. And so he did, without an iota of commercialism.

That was the first of a whole series which has our copy department scanning every newspaper and magazine editorial page whenever we approach any holiday. Memorial Day, Fourth of July, Labor Day, Draft Day, Columbus Day, Thanksgiving (First and Second) Day—all had their turn. Even the Jewish holidays, such as Rosh Hashana and Yom Kippur, which Alex Wilf turned over to Roy LaPlante for the inspired readings.

This news show is quite an odd package. The same people listen to it every day—either at home or driving downtown to work. No spin-the-dial proposition; Philadelphians know that there's news on WFIL every weekday morning from 8:45 to 9. Moreover, they know that one of the Wilf Brothers is on the program.

If you continue to beat a person's ear with the same down-to-earth story for a long enough time, you're bound to make an impression. Mr. Wilf soon began to report several leads in the Wilf Brothers' three stores, asking for "the Alex Wilf who is on the radio." We ourselves poked our head far enough out of our hardened shell to see which way the wind was blowing. I went down to the main store, at 196 Market St., and saw people come in asking for Alex Wilf—"the one who broadcasts." I heard Mr. Wilf answer telephone conversations with ". . . why, yes, I'm the one".

Then, *we* started feeding him ideas.

"Mr. Wilf," I said, "take the letters of your name, W-I-L-F. Take the letters of your radio station, W-F-I-L. Same letters, same outstanding leadership in their respective fields." He used that for a while, WFIL for radio and

PHILIP KLEIN

WILF for floor coverings.

Then, he changed it around thusly: "Take the 'W' from 'Window Blinds', 'I' and 'L' from 'Inlaid Linoleum,' and 'F' from 'Floor Coverings', and you have Wilf, spelled WILF, etc."

Roy Succumbs

This was only opening up the bag of tricks. The next to pop out was designed to improve relationships (and business) with the many builders to whom Wilf Brothers supply linoleum and blinds. Mr. Wilf began to devote his Saturday commercial to different projects of his builders. Now he invited the builders down to the studio to speak for themselves, the dialogue running between the builder, Mr. Wilf and sometimes the announcer.

The latest stunt was framing the story that LaPlante was buying a rug for his own home. Roy, naive-like, kept up conversation with "a rug expert, Mr. Wilf", for two weeks, asking questions that any prospective rug-buyer would ordinarily ask. In that way, Alex Wilf got across all his points, and really supplied listeners with some professional advice—all in a more interesting manner than a plain, dry commercial.

Everybody at the station began ribbing LaPlante and several listeners even wrote in asking whether he was really buying the rug. The pay-off came two weeks later after the stunt had ended. LaPlante's wife convinced him that their living room really needed a new broadloom. Alex Wilf made the sale.

Has all this, his first try at radio, increased business? Definitely yes, says Alex Wilf, ordinarily a very conservative person. His venetian blind business has increased by 75% since they started radio. And half of the leads from which these sales resulted came directly from radio. As proof, Mr. Wilf points to the Market Street store with its exclusively transient trade. The venetian blind sales in that store alone went up 300% in the 1940 radio year over 1939.

Floor coverings have enjoyed a 30% increase, again half of which is due to Alex Wilf's peculiar, but unquestionably effective, method of "low-pressure" salesmanship.

Not so long ago Alex Wilf decided he needed those extra 15-minutes of sleep in the morning. He let LaPlante give the commercials for a week. But people began asking for him—they missed his uncommercial voice. They missed the personal touch and they missed the patriotic messages at every holiday. So now, each weekday, Roy LaPlante, at 8:53 a.m., points to Alex Wilf across the table in WFIL studio B and says:

"And now a word from our sponsor, Mr. Alex Wilf."

And everybody's happy!

THEY WERE IN THE MARINE CORPS THEN

One of a Series

THEY DIDN'T GET ACROSS but they served in some famous outfits during World War I. If you can't recognize them, turn to page 22 and see what they look like today.

FCC TO CONSIDER MONOPOLY REPORT

HELD UP because of influenza attacks suffered by FCC General Counsel Telford Taylor and his chief assistant, Joseph L. Rauh Jr., the Network Monopoly Report is slated for full FCC consideration during the current week. Originally the report was to have been placed before the FCC in final draft form last week.

A Law Department committee—Messrs. Taylor and Rauh; Robert Cooper, special assistant to the general counsel, and Seymour Krieger, broadcast attorney—has been working on the final draft for several weeks [BROADCASTING, Feb. 17]. Industry observers expect to see a "radical" report supported perhaps by the FCC majority, with a minority report opposing FCC invasion of business aspects of broadcasting supported by Commissioners Craven and Case.

FCC Chairman James Lawrence Fly said at a press conference last week that the report already had been discussed by the Commission in a general way. He observed that "the Commission knows what it is going to get." To insure that the job is done right, he declared the FCC proposes to give the report "thoroughgoing consideration".

It is known that a projected minority report, taking issue with any effort to regulate business and contractual relations of networks with broadcast stations, already is being drafted by Commissioner Craven.

TAYLOR-HOWE-SNOWDEN GROUP*

Announces

THE OPENING OF ITS

CENTRAL SALES OFFICE

FEBRUARY 1, 1941

805-6 Tower Petroleum Building, Dallas, Texas

Telephone Riverside 5663 TWX Dls 297

Ken L. Sibson, General Sales Mgr.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Coverage Method Perfected by NBC

Uniform Standard Developed For All of Net's Stations

A NEW SYSTEM of measuring the "effective coverage" areas of networks and stations has been announced by NBC, which about March 15 will issue "effective coverage" maps of its Red and Blue networks and will also make available to clients maps of their particular network hookups.

The new method is said to be the first application to coverage of the data gathered by NBC in its "all-county" survey of station listening habits and preference made last year and is also said to be the first time network coverage has been measured on a uniform standard for all stations.

Greene Explains Network

As explained by John M. Greene, NBC circulation manager, the new system applies the "stations listened to regularly" returns of the post-card surveys using the 25 cities which are included in both the CAB and Hooper audience surveys as a base. A weighted average, showing the percentage of all set-owning families in all these 25 cities listening to each network, gives the network average coverage, he said. All additional areas throughout the country where the number of families listening regularly to stations of the network equal or exceed 75% of the base average are considered as "effective coverage" areas, Mr. Greene stated. Secondary coverage is dropped in the new method, with any extra listeners outside the effective areas considered as home audience.

Under the system of coverage measurements previously used, coverage of each station was measured independently, using mail returns in its home county as a base and rating other counties as primary or secondary coverage areas on the percentage of their returns to those of the home county. This meant that there was no uniform standard for the network as a whole, Mr. Greene explained, a defect which the new method has remedied.

New Coverage Maps

"With these new effective coverage maps," he continued, "we can show the network advertiser the coverage he is getting in the 25 cities which he has accepted as satisfactory for determining the audience rating of his program. We can also show him the areas outside these 25 base cities where the network carrying his program has coverage at least 75% as great as in those cities. This does not mean, of course, that he can project his program rating into these other areas. Many of them are rural, where listeners may have a different set of program preferences than those of city dwellers. But it does show where his programs can be listened to as easily as they can be in the base cities and where, if the program appeals and is properly merchandised, it can be used with equal effectiveness."

Stressing the fact that the "effective coverage" method measures coverage and not audience, Mr. Greene said that a big advantage of the new system is that changes in program structure of a network do not effect the network coverage maps. If better programs raise the listening in the base cities, listening in the other areas will rise proportionately, he stated. Only changes in the physical signal of the station, produced by a change in power or in transmitter location, by the installation of a directional antenna or by some other physical change, will change the coverage, he explained. In such cases, new surveys and maps can be easily made for the areas affected.

NBC's new maps will show both daytime and evening coverage for both Red and Blue networks. The survey on which they are based was made in February, 1940, and represents the statements of one out of every 168 radio families in the country in reply to the question: "What stations do you listen to regularly—(a) in the evening (b) in the daytime?"

A SOAKING for all concerned was the result of the canoe tilting contest in the tank of Grand Central Palace during the annual Sportsman's Show, when Al Josephy (straw hat), assistant to Dave Driscoll, director of special features and news of WOR, New York, tipped over Driscoll (long cigar) and his paddler Bill Card, formerly in the radio department of the New York World's Fair. Five seconds later Josephy and his pilot Ed Fitzgerald (brown fedora), WOR program conductor, also went under, resulting in the above wet photograph.

Possible Clear-Channel Break Is Noted In Oral Argument Over WHDH Boost

CONFLICTING views on what might follow a "crack in the dike" of clear-channel allocations in the United States broadcast spectrum, particularly as it might affect the service of clear-channel stations in rural areas, were voiced Feb. 20 during oral arguments before the FCC on the proposed grant of an application of WHDH, Boston, to operate fulltime with 5,000 watts on 830 kc.

During the two-hour oral argument, attended by all FCC members except Commissioner F. I. Thompson, appearances were made on behalf of WHDH; WEEU, Reading, Pa., like WHDH operating daytime on 830 kc.; KOA, Denver, which holds the 830 kc. clear-channel assignment, and a group of 14 other clear-channel licensees.

Danger of Break

Arguing that the proposed grant to WHDH would constitute the improper exercise of a legislative function in a judical proceeding, Louis G. Caldwell, representing the Clear-Channel Group, pointed to the danger of establishing a precedent in breaking down the clear-channel service envisioned in Rule 3.25.

He maintained that if duplication of assignments on a clear-channel is permitted in Boston, under the same theory the practice necessarily would spread to at least 23 of 25 available clear-channels. Mr. Caldwell also urged that if the issue is raised directly, it should be considered a legislative question and all parties should be given opportunities to state their side of the argument in general hearing.

Declaring that the proposed grant will impair rural service, Mr. Caldwell cited figures indicating that during daytime 40% of the country's area does not get the minimum satisfactory signal for rural service. Responding directly to a query by Chairman Fly as to what he would recommend to overcome this situation, Mr. Caldwell said he saw superpower operation of certain clear-channel stations as the solution.

Painting the rural coverage picture, he listed 1938 figures showing that of the 60% of the country's area getting satisfactory daytime service, 23% gets a satisfactory signal from only one station, 13% from two stations, 23% from three or more stations. He also stated that only 18% of the area of the country is served by local and regional stations, while the remaining 82% depends on clear-channel service, with 60% of this area depending on secondary clear-channel service. This means that some 50,000,000 persons depend upon clear-channel service, he stated, although only half of these presently enjoy primary service.

Mr. Caldwell also emphasized that starting a precedent in breaking down clear-channel operations might jeopardize the position of United States stations with stations in other countries party to the North American Regional Broadcast Agreement. "Once a wedge is made in the dike, the flood flows through," he declared, stating that the real issue was the rural listener against the demands of advertisers for additional broadcast service in cities where it will pay.

Stating the case for WHDH, Counsel W. T. Pierson declared that the grant of fulltime facilities to WHDH would neither harm WEEU nor affect clear-channel service to rural listeners. He maintained the FCC should not be bound by Rule 3.25 so long as WHDH can show that public interest would be served by the grant of increased facilities, pointing out that the Commission always has pursued the policy of flexible application of its rules, using them only as guides. As for KOA, he observed, the grant to WHDH would result in no objectionable interference with the Denver station at any point where it does not already have adjacent channel interference. He stated that KOA, in its geographical location, is able to do a clear-channel job in the West, but not in the East.

Rural Coverage Factor

Agreeing with the "generic argument" of Mr. Caldwell, Philip J. Hennessey Jr., representing NBC and KOA, declared that KOA should be protected to allow it to do a broadcasting job for a large number of rural listeners dependent on its service for their radio entertainment. He contended that the WHDH grant would lose all of KOA's listeners east of the Mississippi River because of resulting interference.

Representing WEEU, George O. Sutton voiced no objection to the proposed WHDH grant, but noted that the FCC should require WHDH to use a directional antenna. He held that if the 830 kc. frequency is properly used, WEEU also can operate fulltime without causing objectionable interference.

The WHDH application originally was filed Oct. 4, 1938 and was considered at a hearing before an examiner Jan. 29-30, 1940, after protracted continuances. On Dec. 5, 1940, the FCC advanced proposed findings and conclusions recommending grant of the application.

Albert E. Heiser Called To Naval Reserve Duty

ALBERT E. HEISER, chief engineer of Tri-City Stations in Virginia, and a lieutenant in the Naval Reserve, was ordered to report Feb. 24 to the inspector of radio materiel, Baltimore, for active service. Mr. Heiser has been a radio engineer 20 years, 11 of them with the Allen brothers in Virginia. He engineered installation of WLVA, Lynchburg, WBTM, Danville, and WSLS, Roanoke, the Tri-City group.

Mr. Heiser

Prior to 1930 he was with RCA-Victor in Camden for three years. In 1938 he was named to the NAB engineering committee and in 1939 to the executive engineering board.

Allied Printers Start Drive For Tax on Broadcast Income

Carbon-Copy Campaign to Influence Congress Seen In Recent Activities of Union's Adjunct

TIMING ITS campaign to coincide with the quest of the Federal Government for additional revenue sources to help defray the vast expenditures for national defense, the International Allied Printing Trades Assn., representing five AFL unions, already has launched its drive designed to tax the income of broadcast stations from 10 to 20%. Other legislative objectives seek to curtail drastically the sale of commercial time.

With action of the trade group in Miami last week, endorsing the legislative crusade, it was learned that the House Ways & Means Committee already has received two petitions from printing trades locals in Grand Rapids, Mich., espousing special radio taxation. Because the petitions were virtually identical, and transmitted through Congressmen by the constituent printing locals, it is seen as the forerunner of a nationwide "carbon copy" campaign to urge Congress to enact such restrictive legislation.

Limit on Time

John B. Haggerty, chairman of the board of governors of the printing trades group, announced in Miami Feb. 16 that the board had approved the anti-radio program. This followed action of the union's convention in New Orleans last November, adopting essentially the same program. The franchise tax plan ratified in New Orleans and presumably approved by the Association's Board of Governors in Miami, proposes a four-point offensive. These would be:

1. Legislation to limit commercial time sold to 25% of available station time (as against Haggerty's estimate of 40% now sold).

2. A Federal franchise tax of 10% of gross receipts of stations in the brackets $25,000 to $100,000; 15% of gross on incomes of $100,000 to $500,000; 20% in excess of $500,000.

3. Banning of multiple ownership of stations in all categories, including television and FM.

4. Banning of absentee ownership, whether by networks or individuals.

Advising with Mr. Haggerty on the campaign, it is reliably reported, is Michael J. Flynn, well-known Washington labor figure. He has been identified with a number of anti-radio projects in the past, including the educational drive of five years ago to allocate 25% of all broadcast facilities for educational or non-profit purposes.

Although Mr. Haggerty called the Sunday afternoon press conference, Mr. Flynn was reported to have been at his elbow and to have supplied most of the statistical data. Observers said the conference was called when reporters covering the A. F. of L. executive council meeting didn't have much to write about. As a result, it got quite a splash in the Monday morning papers.

The labor spokesman said the four-point legislative campaign was designed to restore a greater percentage of the advertising dollar to printed media.

It was reported that heads of unions which have a large membership among broadcasting employes were indignant over the Haggerty-Flynn statement. They felt that they used the Miami backdrop to intimate that it had the A. F. of L. executive council's blessing. These union officials felt A. F. of L. would never endorse anything of the kind.

The petitions thus far filed with the Ways & Means Committee, which has not yet begun preparation of new tax legislation, used figures at variance with those given by Mr. Haggerty in Miami. Apparently, the proposed tax brackets have been altered since the action of the group at the New Orleans convention. Mr. Haggerty announced that the brackets would be a tax of 25% on stations having gross incomes above $500,000 annually; 15% on stations with gross incomes over $250,000 and less than $500,000, and 10% on stations with gross incomes between $100,000 and $200,000 annually. He estimated this would yield $12,000,000 annually.

Big Profits Claimed

T. E. Van Dussen, recording secretary of the Grand Rapids typographical union, Local 39, filed one of the letters with the Ways & Means Committee through Rep. Lawrence J. Connery (D-Mass.). Homer L. Smith, secretary of the Allied Printing Trades Council of Grand Rapids, submitted a virtually identical petition through Rep. Bartel J. Jonkman (R-Mich.). In each instance, allegations of inroads on the printing trades by radio; granting of purported "monopolistic licenses" to stations; allegedly enormous profits ranging to 400% on investments in stations, and other flagrant charges were made, conforming with statements made in the past by Messrs. Haggerty and Flynn. Mr. Flynn, however, officially has kept himself in the background.

Mr. Haggerty's announcement in Miami during the mid-winter meeting of the Executive Council of the AFL, conformed in almost all particulars with his statement following the convention of the printing trades groups in New Orleans four months ago [BROADCASTING, Dec. 15]. At that time it was disclosed that a petition was being drafted by New York attorneys for presentation to the Ways & Means Committee when it begins consideration of new tax legislation at this session. At present, Treasury Department and Ways & Means Committee experts are drafting plans for the new tax legislation. Whether any special radio tax will be proposed is doubtful, since it is felt such a tax would be discriminatory.

In his Miami announcement to the press, Mr. Haggerty alleged that radio, through its inroads on the advertising dollar, has thrown 25,000 members of the printing trades out of jobs. His proposed gross income tax, he said, would be designed to defray costs of radio administration and at the same time have the effect of curtailing radio's development, particularly with the advent of FM, which would offer direct competition to small publishers in purely local markets.

Mr. Haggerty cited profits figures of the networks and of radio generally, to support his campaign. He said that more than 200,000 members of allied printing trades would participate in the nationwide campaign. Asserting that in 1929 only two cents of each advertising dollar went to radio, the union chief declared that radio is now getting 35 cents of the dollar and that it could well afford the projected tax payment. He said an FCC survey indicated that stations make an average profit of 63% on investments.

The plan is understood to call for appointment of anti-radio committees by locals of the various printing trades, including compositors, engravers, pressmen and other union activity identified with printing. The lobbying of members of Congress, under the plan, would be carried on through various locals. The committee on radio to direct the campaign comprises President Haggerty; former Senator George L. Berry, president of the International Printing Pressmen, and Edward J. Volz, president of the Photo-Engravers Union.

The "Big Putsch"

Elaborating on previous statements, Mr. Haggerty said that the printing unions would ask for 1,800 local unions and councils and some 15,000 publishers of newspapers, magazines and farm periodicals to support them in the legislative drive. The appeal also would go to manufacturers making plates and accessories for the printing industry. He charged that the gain radio has made was ascribable to the diversion of advertising from the printed page and that those in the printing crafts and associated enterprises should support the drive.

He charged that advertising agencies have diverted business from the printed page to radio because they purportedly collect commissions not only from the sponsors, but also from the program participants. (Editor's note: Among the media it is elementary that advertising agencies collect commissions from the medium and that insofar as radio is concerned, they collect nothing from talent.)

Mr. Haggerty quoted liberally from FCC statistical reports regarding purported exorbitant radio incomes. He said CBS, with an initial investment of $1,600,000, paid dividends of more than $3,000,000 per year for five years. NBC, he charged, with an original investment of $3,300,000, has paid back to RCA more than $22,000,000.

The printing trade association is made up of the International Typographical Union, the International Printing Pressmen & Assistants Union of North America, the International Photoengravers Union, the International Stereotypers and Electrotypers Union of North America, and the International Brotherhood of Bookbinders.

The Radio Butchers

RADIO talent right in the home of Harry C. Butcher, CBS Washington vice-president, went undiscovered until WINX, new capital local, put on a program by 10 pupils from the Sidwell Friends School. In the group was Beverly Buptcher, 10-year-old daughter of the CBS executive. She performed on a psaltery, ancient stringed instrument resembling a zither.

BOWLERS of NBC Chicago, representing the Blue Network bowling team, obtained special shirts recently, marched into the office of Paul McCluer, Central Division NBC-Red sales manager, and turned their backs on him. Then they razzed his NBC-Red Network team for having no bowling shirts. Back row (l to r) Rudi Neubauer, H. D. Crissey, Robert McCormick, M. R. Schoenfeld; front row, W. W. Hubbard, Floyd Van Etten, W. J. McEdwards and John Wehrheim.

Radio Impartiality In News Defended

Weber, Fitzpatrick Reply to Wheeler's Request for Data

AFFIRMING radio's impartiality in reporting the news, Fred Weber, general manager of MBS, has pledged full cooperation to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, in supplying scripts used by MBS news commentators as well as a list of news sponsors on the network.

Senator Wheeler, who recently charged that radio commentators showed bias and "editorialized" the news, particularly war news, had asked all three national networks for names of network news sponsors, along with copies of the actual news scripts broadcast. CBS and NBC already had agreed to supply this data [BROADCASTING, Feb. 17].

Fitzpatrick's Reply

Also responding to Senator Wheeler's charges, which extended to newspapers and movies as well as radio, Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit, in a mid-February wire to Senator Wheeler concurred "in your attitude regarding the use of propaganda on the air" and declared: "From the time we started news broadcasts our reporters have had explicit orders to adhere strictly to the news and to scan closely even the news agency dispatches for propaganda. We are not cognizant of violations of this rule at other stations, but we assure you that WJR will cling tenaciously to the above policy."

In a Feb. 14 letter to Senator Wheeler, Mr. Weber stated:

"I am confident that, on investigation, you will find that the stations of the Mutual network have consistently adhered to the policy stated in your letter—namely, to present impartially, and without censorship, the various viewpoints on all public questions.

"The list of commentators and information about their sponsors requested by you is being prepared, and will be sent immediately. Because of Mutual's form of organization and method of operation, I do not have in my possession the scripts you request, and must obtain them from the stations originating the programs. You are probably familiar with the fact that the programs of this type carried by Mutual originate with a number of different stations in different parts of the country, including New York, Washington, Chicago, Cincinnati, Hartford, Rochester and San Francisco. We believe this affords listeners the advantage of receiving news analyses from various parts of the United States.

"In view of the fact that you have asked for scripts covering a period of a year, it will take some time to obtain and coordinate the material you have requested, but I assure you that we shall make every effort to furnish it at the earliest possible date."

ARMY TRAINS MANY ENGINEERS

Huge Program Under Way as Signal Corps Plans 100,000 Communications Specialists

MORE than 100,000 men of the new Army of 1,500,000 — now being readied through Selective Service, calling of the National Guard and an accelerated voluntary enlistment program—will be communications specialists, a survey revealed last week.

Gen. Mauborgne

Under the Signal Corps program, supervised by the Army's chief signal officer, Major General Joseph O. Mauborgne, 6,000 enlisted men are being trained every three months at the Fort Monmouth (N. J.) Signal School. Part of the Signal Corps goal in each such period is 1,200 radio operators and 200 radio electricians.

Rapid Expansion

By July 1, it is estimated, every Signal Corps reserve officer in the lower classifications—captains and lieutenants—will be called to duty. Inasmuch as many broadcast engineers are holders of reserve commissions, the calling of these men will have an effect on the industry as a whole. It is impossible to estimate the number of officers who will actually be called from stations.

However, ordinary peacetime requirements of the Signal Corps call for 350 commissioned officers whereas under the present plan of expansion there will be over 2,500 commissioned officers. Naturally, not all of these officers will be radio branches of the communications industry.

Whether commissioned or in the enlisted personnel, men from the communications industry with specialized technical experience will be given speedy instruction at the Fort Monmouth School. The War Department is planning, it was announced recently, to give qualified Selective Service enrollees opportunities to enter officers training schools. The Signal Corps, of course, will participate in that program.

It is pointed out that opportunities are good in the Signal Corps for promotion of commissioned officers through the rank of major. To qualify for a commission the applicant must be either an electrical or a radio engineer or have the equivalent practical experience.

The Fort Monmouth School is the keystone of the Army's communication training activities, inasmuch as the Signal Corps coordinates the communications services for the entire Army. It either conducts the instruction activities or trains officers and non-commissioned personnel of other branches of the Army to carry on training programs. In addition to Fort Monmouth, communications training is given in each of the Corps Area for personnel of the Infantry, Cavalry, and Armored divisions. The Air Corps, likewise, has its own communications training program and schools which are manned by Air Corps communications officers. But throughout the Army the Signal Corps operations methods and procedure are the foundation for all training activities.

MAJ. LEONARD NASON, military expert of WOR, New York, since the early days of the war, has been called to active duty with the Army. Major Nason has left for Fort Benning, Ga., where he will serve with a mechanized division.

NOW THEY LOOK LIKE THIS

(See page 16)

PHOTOGRAPHS ON PAGE 16 in same order (l to r) show R. H. (Rudy) Alber, president of the Los Angeles agency bearing his name, who enlisted in the Marines in March, 1917, served with the 36th Company, 9th Regiment, at Mare Island, San Diego and Guantanamo Bay, and was mustered out a sergeant at Quantico in 1919; Harold E. Fellows, manager of WEEI, Boston, who says he spent most of his time as a Marine in 1918 in and around Charlestown Navy Yard and Harvard Stadium qualifying as a shavetail, only to be mustered out at Paris Island on Nov. 11, 1918; Herb Hollister, president of KANS, Wichita, who served from April, 1918 to May, 1919 as a rifle coach at Paris Island and as gun instructor at the Savage Arms Co. plant in Utica, N. Y.

NEW FIRM GRANTED WQDM FACILITIES

FOLLOWING a novel procedure in the handling of what amounts to a transfer case, the FCC last Tuesday granted the application of Vermont Radio Corp. Inc. for a construction permit to operate a daytime regional in St. Albans, taking over the facilities of WQDM. The latter station had been cited for hearing on renewal because of alleged improper transfer of its facilities.

WQDM did not oppose the application for its facilities and is understood to have consummated arrangements under which the new company will assume all obligations and indebtedness of the station, said to approximate $7,000. Simultaneously, the FCC ordered dismissal of renewal proceedings against WQDM.

Owners of the new station are Lloyd E. Squier of Waterbury, Vt., half-owner and manager of WDEV in that city, and William G. Ricker, likewise a half-owner of the Waterbury station, who also acts as commercial manager. Each holds 10½ out of 22 shares in the company, with 1 share held by Ernest G. Perkins, of Waterbury.

The license to WQDM heretofore has been issued to E. J. Regan and F. Arthur Bostwick. Complications developed, however, after Glenn D. Gillett, consulting engineer, had participated in the financing of the station. The action last Tuesday disposes of the entire case.

Maland Elected

J. O. MALAND, vice-president and general manager of WHO, has been elected president of WHO Radio Enterprises Inc., affiliated with Central Broadcasting Co., which operates the 50,000-watt Des Moines outlet. Woody Woods, publicity director of WHO, was named vice-president and manager at the annual meeting of stockholders. Three members of the board re-elected were Col. B. J. Palmer; his son, D. D. Palmer, and William N. Brandon, all of Davenport and all officers of Central Broadcasting Co.

Sells WKNY Stock

RESIGNING as general manager of WKNY, Kingston, N. Y., John R. McKenna has relinquished his 33 1/3% holdings. Morris S. Novik, director of WNYC, New York City's municipal station, and Louis J. Furman, operator of a periodical agency in Long Island, each already holding 33 1/3%, have purchased the McKenna interests. The purchase price was not disclosed. Mr. McKenna, a radio engineer, had been with WKNY since its inception in 1939.

New Hawaiian Grant

HAWAIIAN BROADCASTING System, operating KGMB, Honolulu, and KHBC, Hilo, last Tuesday was granted a construction permit for a new station to operate on 1310 kc. with 250 watts unlimited. The frequency will become 1340 kc. under the reallocation pursuant to the Havana Treaty March 29. J. Howard Worrall is head of the operating company and Webley Edwards, general manager.

Rate Allegations Denied by AT&T

Telephone Group Replies to Charges Made by Transradio

AMERICAN TELEPHONE & TELEGRAPH Co. and 21 subsidiary and affiliated companies denied this week that charges for press-private line teletypewriter service were "unjust, unreasonable or unlawful." The denial was contained in an answer to a three-count complaint filed with the FCC by Transradio Press Service Inc. [BROADCASTING Jan. 20].

Transradio had alleged in its complaint that the level of interstate rates for press-private line teletypewriter service is unreasonably high, that the ratio between charges for 60-word service and 40-word service is unreasonably high and that the ratio between charges for duplex (two-way) and simplex service is unreasonably high.

Charges Denied

AT&T, through Attorneys John T. Quisenberry and S. Whitney Landon, in answering the first of three Transradio complaints which held that present rates for teletypewriter service were established in 1916 and that the only reduction since then has resulted from a change in the manner of computing mileage, said:

". . . the present interexchange channel rates for press private line service were first published in 1917; that the only reductions in charges for such interexchange channels since that date have resulted in changes in the manner of computing mileage; and that such reductions were small and in many cases negligible; and except as so alleged deny the allegations contained" (in first count of Transradio complaint).

AT&T held in its answer that it is "without knowledge or information sufficient to form a belief" to Transradio's contention that a lowering of the rate would expand its service. The telephone companies also denied that "many organs engaged in the dissemination of news are unable to furnish their listeners or readers with a complete and adequate national and international coverage of news" because of the "unreasonably high communications charges".

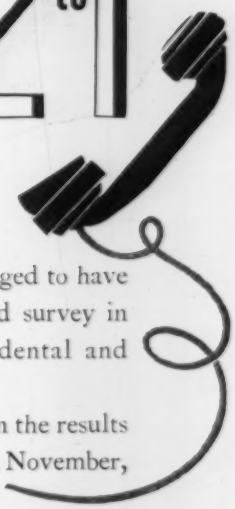
Transradio held that cost of providing 60-speed service is substantially less than 10% more than the cost of providing 40-speed service, both of which the news service employs. AT&T denied this contention and also that Transradio is prevented from using duplex circuits because of "excessive and unreasonable charges".

AT&T asked the FCC to dismiss the Transradio complaint.

Curtis Mitchell Resigns

CURTIS MITCHELL, editor of *Movie & Radio Guide*, has resigned his position with Annenberg Publications, New York, to start a new type of publication in the entertainment field.

First C. E. Hooper report on Twin City listening shows WCCO leads 2 to 1



Last Fall, the five leading Twin City radio stations arranged to have C. E. Hooper Inc. make a month by month, year-around survey in Minneapolis and St. Paul. Both the telephone coincidental and immediate recall methods are used.

And the first report has just come through. It is based on the results of *28,707 telephone calls in the Twin Cities* during October, November, and December, 1940. It shows that:

87% more — **WCCO**'s audience is largest in 116 of the 190 weekly quarter-hours checked, as compared with 62 for Station B. *An 87% lead for WCCO.*

68% more — **WCCO**'s audience is largest in 37 of the 63 weekly evening half-hours checked (6:00 p.m. to 10:30 p.m.), as compared with 22 for Station B. *A 68% lead for WCCO.*

86% more — **WCCO**'s audience is largest in 26 of the 40 weekly daytime quarter-hours checked (8:00 a.m. to 6:00 p.m.), as compared with 14 for Station B. *An 86% lead for WCCO.*

This is the most extensive investigation of radio listening made in the Twin Cities since the special Crossley investigation of April, 1938. And it furnishes even more conclusive proof of WCCO's leadership in the Minneapolis-St. Paul market. It shows what happens when a station consistently carries a full schedule of CBS programs and consistently airs local programs of network calibre.

(Call us or your nearest Radio Sales Representative for further details on this survey)

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

Minneapolis-St. Paul. Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York Chicago · Detroit · St. Louis · Charlotte · San Francisco · Los Angeles

Prays for Radio

A RADIO STATION switchboard operator is used to handling all types of calls, but Katherine Hoey, night operator at WOR, New York, was mystified recently when she received a long distance call from Toledo during the broadcast of a dance band. "Sinners," chanted a solemn feminine voice at the other end of the wire, ". . . *Sinners!*" And then the voice launched into a prayer on sin and swing. At the end of three minutes, the woman rang off abruptly. Miss Hoey called the Toledo operator for a possible explanation. "Oh, *her*", the Toledo girl explained nonchalantly, "That's her hobby. She phones long distance to radio stations all over the country and prays for them because they're playing jazz."

A SHINY white button, with the call letters, WGN, in red, graces the lapel of every salesman of the P. J. Rubey Co., Chicago, midwest distributor for Harvester Cigars. Reason behind the decoration, according to Charles A. Rubey, president of the company and originator of the idea, is to make customers ask salesmen why they are wearing the emblem and thus the salesmen have an opportunity to talk about *Alan Scott's Commentary*, the Harvester program on the Chicago station. Above (l to r) are Alan Scott, conductor of the four-weekly quarter-hour news commentary; Mr. Rubey, and Frank Schreiber, station coordinator of WGN.

Merchandising Drive in Armour Series Typifies Promotion Efforts of Stations

BREAKDOWN of results of station cooperation and merchandising in connection with the Armour & Co., Chicago, *Your Treat* program and mink coat contest was released Feb. 17 by Clair B. Heyer, radio department head of the sponsoring company. Cumulative results offer a fairly complete picture of what is being done by stations throughout the country for national spot accounts.

Three bronze plaques, suitably engraved, and 10 certificates of honorable mention were offered to stations doing the "most effective, thorough and intelligent merchandising job" on the mink coat contest, a five-week affair which started Oct. 7, 1940, during which five coats valued at $1,000 each, and 250 cash prizes of $5 each were given away for rhyming jingles sent in by listeners. One coat and 50 cash prizes were awarded each week. Fifty-five stations released the programs.

In mid-December the winning stations were announced [BROADCASTING, Dec. 15]. It was necessary, because of the duplicate award in case of ties angle, to award four bronze plaques, instead of the originally planned three. Winners were WLW, Cincinnati; KMOX, St. Louis; KTUL, Tulsa; WNAX, Yankton, S. D. Certificates were awarded to KGNC, Amarillo; KTRH, Houston; KTSA, San Antonio; KLZ, Denver; KDAL, Duluth; WMBR, Jacksonville; WMBG, Richmond; WIRE, Indianapolis; WSYR, Syracuse; WCSC, Charleston, S. C.

Special Promotion

The program, a thrice-weekly transcribed series featuring Buddy Clark with Johnny Duffy at the organ, John Weigel as announcer, and the Treat Time orchestra under the direction of Frank Kittering, was released as national spot on 55 stations.

According to Mr. Heyer, 40 stations made special efforts to cooperate on the contest; 10 gave some cooperation but did not try for the awards; 2 failed to respond, and 3 definitely refused. A cumulative report from the 55 stations (including those which refused to cooperate) revealed:

1. All but five stations gave courtesy announcements. The larger stations gave the fewest number of announcements. The average number of announcements (for five weeks) was 30 per station.
2. Additional plugs on "program previews" were given by 21 stations, while 17 had promotional publicity on other special broadcasts, which included interviews with Armour salesmen and district managers, prize winners and special sustaining programs with news regarding the contest.
3. Program title, *Your Treat*, was listed in newspaper radio logs at practically all points.
4. Publicity was secured in local newspapers, usually radio pages, by 22 stations. Stories were brief and often consisted of mere mentions. It was impossible to check news columns thoroughly as many of the larger stations sent releases to a number of papers and all clippings were not available.
5. Display ads in local newspapers were placed by 22 stations. Ads averaged 100 lines per insertion and 6 insertions per station.
6. Program sheets were published and distributed by 11 stations of which 8 carried news, pictures, or display space on the contest.
7. Dealer publications were issued by 9 stations, all cooperated in the campaign.
8. Special mimeographed letters to local dealers were sent by 22 stations.
9. Special mimeographed bulletins to dealers were prepared and mailed by 5 stations.
10. Radio-grams and telegrams to dealers were sent by 3 stations.
11. Special cards with half-tone illustrations were printed and mailed to dealers by 3 stations.
12. Personal calls on dealers were made by 25 stations. The majority worked closely with the local Armour sales office making special calls where their service might do the most good.
13. Printed matter was distributed to the public by 50 stations. These were distributed by such methods as hand-outs to studio visitors; passed out on the street by costumed girls; contacting colleges and women's groups; by telegram and direct mail to lists of previous contest entrants.
14. Representatives of 18 stations spoke at Armour branch sales meetings. Special meetings for Armour salesmen and salesmanagers were held by 9 stations, consisting of auditioning the program, explaining the campaign, entertainment by radio artists, dinners, luncheons, etc. One station (KMOX) promoted a supper and mink

KSD

NBC EXCLUSIVE RED Network St. Louis Outlet

first Again IN RADIO STAR PROGRAMS

4 OF THE FIRST 5

Four of the First Five Favorite Programs in the Tenth Annual Poll of Radio Editors by the World-Telegram are on KSD, and 5 of the first 6 leading Comedians in the poll are heard on KSD.

Here Are the First 5 Favorite Programs:

*Jack Benny
Fred Allen
*Information Please
*Bob Hope
*Bing Crosby Hour

*On KSD

Here Are the First 6 Leading Comedians:

*Jack Benny
*Bob Hope
Fred Allen
*Fibber McGee & Molly
*Charlie McCarthy
*Eddie Cantor

*On KSD

SINCE 1935

KSD has led all other St. Louis Broadcasting Stations in "FIRSTS" in 19 nation-wide polls.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

coat style show which was attended by more than 2,000 grocers and their wives. Another station (WLW) conducted sales meetings in numerous cities throughout its area.

15. Merchandising men of 14 stations installed large window displays. Special tie-ins with local fur dealers for window space and set up display material was obtained by 7 stations. Smaller window cards and displays, some using "pictorial news photo services", was done by 8 stations. Special displays in studios and reception rooms were shown by 24 stations.

16. Miscellaneous: One station had a large 24-hour billboard; used an electric news sign a-la-Times Square; 4 stations ran motion picture screen trailers; 2 placed taxi-auto signs; 1 prepared bus cards. One held a "Treet Day" with costumed folk in sandwich boards handing out contest entrance blanks and calling at store dealers.

Need for Merchandising

"There is a definite need for station merchandising," according to Mr. Heyer, "because it is productive to the client. Many phases of merchandising can be handled only by the station and the manager who does not realize this is being unfair to his client and his medium. For example the client can merchandise his general radio campaign to his sales organization but he is usually limited by having to administrate the campaign from one office to hundreds and thousands of salesmen all over the country. True, the client can handle most all phases of publicizing the campaign to the consumer, *but the local station is the only party which can sell the client's local salesmen and the local dealers on local facilities, service, coverage, and other benefits of that particular station.*

"This is particularly true so long as there is no *exact* method of measuring radio circulation and coverage. It will always be true of radio itself because the advantages and effectiveness of a station are dependent on so many characteristics which cannot be measured or presented in black or white. Then the local, personal merchandising services of the station will be necessary because, to date at least, only a radio man can satisfactorily explain and present the commercial advantages of radio. The advertiser cannot have an experienced radio promotion man in each district where he is using a local station.

"We have been more than gratified by the response offered by the 55 stations who were our representatives."

Lord & Thomas, Chicago, is agency on the Armour account.

Fire at WCAU

FIRE, caused by igniting of a can of paint remover, demolished the offices of Dr. Leon Levy, president of WCAU, Philadelphia, Feb. 17. Dr. Levy is away on vacation and painters were redecorating the offices. All the woodwork and furnishings of Dr. Levy's offices were destroyed, with damage estimated at several thousand dollars. Broadcasts were not interrupted.

Minit-Rub News

BRISTOL-MYERS Co., New York, is sponsoring three quarter-hour news programs weekly on 8 NBC-Red Pacific coast stations. Series, which started Feb. 17, will be heard in the interest of Minit-Rub. Young & Rubicam, New York, is agency.

A FREE COUNTRY!
Not at All, Says Operator of Mountain Station

IT'S A FREE country, a hillbilly about 80 miles from Charleston, W. Va., decided recently as he unpacked a shiny new 100-watt mail-order transmitter and installed it in his living room, according to officials of WCHS, Charleston. He then wired up the church, high school gymnasium and a couple of other buildings and is alleged to have started operating just for the hell of it.

The intrepid mountaineer clipped the papers and presented two original *Esso Reporter* broadcasts a day, it was stated. He listened to WCHS, Charleston, and rebroadcast a lot of the programs, reading commercial announcements himself.

Villagers complimented him on his station and he was enormously pleased. But when a representative of the American Relay League came around to tip him off about the law, he is said to have found the operator in his living-room studio with a couple of quarts of liquor and a shotgun. Questioned about his authority to operate, he displayed a genuine FCC construction permit form he had filled out himself. In red letters it said "OK United States Givernment".

* * *

A resident of Hubbal, W. Va., was held Feb. 7 for trial in the May term of court at Huntington, W. Va., according to E. K. Jett, chief engineer of the FCC. He is under $500 bail for allegedly operating an illegal station with the call WBBQ.

Two More for Hecht

THE HECHT CO., one of Washington's largest department stores has contracted for two more programs on WRC-WMAL, Washington. One program features Mary Mason, director of women's activities, who each night interviews a Hecht department head about the type of goods his department is stocking and selling. In addition, the store has purchased four Sunday United Press news shows on WMAL. Hecht Co. is already sponsoring *Baukhage Talking* daily on WRC. Bill Crago announces the shows, which are handled by Seidel Adv. of Washington.

Fleer Places Drama

FRANK H. FLEER Co., Philadelphia (Dubble Bubble gum), after a successful test with *Don Winslow of the Navy* on WJZ, New York, will sponsor the quarter-hour transcribed children's drama five days a week on six stations. Program, fashioned after the comic strip of the same name, will start Feb. 24 on KSTP, Minneapolis; WBZ, Boston; WBZA, Springfield; WWL, New Orleans; KPRC, Houston; and WFIL, Philadelphia. N. W. Ayer & Son, New York, is agency.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), early in January started a varying schedule of one-minute live announcements on about 85 stations. Contracts are for 13 weeks. Agency is McCann-Erickson, Minneapolis.

That's all they cost this WJZ Advertiser!

HE BOUGHT ten minutes in the early morning over WJZ—Ed East and his "Breakfast in Bedlam" was the show. Returns poured in—twice as many as expected . . . far more than on any other station. "Live" inquiries cost only 4⅔ cents each! Sales skyrocketed. Instead of buying thirteen weeks—his usual practice—the delighted client signed up for twenty-six!

Proof again that the right time and the right audience team up into an unbeatable sales combination. Proof, too, that WJZ offers both, particularly in the early morning.

Streamline *your* sales. Route your advertising into the world's richest market via WJZ....National Broadcasting Company. A Radio Corporation of America Service.

Represented Nationally by NBC SPOT Sales Offices
NEW YORK CHICAGO SAN FRANCISCO BOSTON CLEVELAND
DENVER HOLLYWOOD WASHINGTON

WJZ
NEW YORK
50,000 WATTS • 760 KC
Key Station NBC Blue Network

The Pros and Cons of Merchandising

Reaction of Industry to Editorial Indicates Diverse Views

In an editorial published in BROADCASTING *Feb. 17, under the title "Don't Give It Away", it was suggested that rigid limits be placed on the type of merchandising which stations provide. Adoption of an amendment to the commercial section of the NAB code was proposed. Among letters, pro and con, received are these:*

EDITOR, BROADCASTING:

Yes sir, I'm glad you mentioned it!

That editorial on "Merchandising Services" was a honey! First, they really wanted assistance and the requests were reasonable. Now we're plagued with such a multitude of requests that it frequently makes the business undesirable.

We realize as well as anyone that when a program is merchandised it becomes more valuable and more productive. But when a national advertiser places a campaign of 26 announcements—as one did with us recently—has he a right to expect free letters to the trade, free newspaper advertising, 100 free personal visits on the trade and free promotional announcements as well. When we refused, he came back with the old gag, "We may want to use a large campaign some day and what you do now may guide us in the future."

Radio's success has been built on the aggressive sales methods which it employs. I don't think, however, that these methods now call for using the same tactics that the old time clothing merchant used when he tossed in a hat, tie and shirt in order to sell the suit.

Let all the sales manager get together at St. Louis. Let's put that ceiling on merchandising. And let's do it before it's too late.

HOWARD L. CHERNOFF
Managing Director,
Feb. 19 WCHS, Charleston.

* * *

EDITOR, BROADCASTING:

Congratulations on your editorial in the Feb. 17 issue of BROADCASTING (I borrowed a copy) on "Don't Give It Away." We have been thinking about this for some little time and believe it or not we started to take it up at the last NAB convention. I am glad that there is something being done to stimulate interest in this direction.

ALBERT E. GIBSON,
Feb. 17 WSM, Nashville

* * *

EDITOR, BROADCASTING:

In my many years as promotion manager of the *Milwaukee Journal* (merchandising service was part of the department), I went through the experience of many broadcasters who could not see the light of day and are now suffering the pangs of "more-more-more".

As you say, merchandising is not included in the rate. It is plain rate-cutting, and like open face rate-cutting is born of competition. It's usually started to give a little something extra, but like the proverbial snowball and Topsy, just grows.

You are absolutely right, too, that agencies use "their influence" with stations (to get free merchandising) in soliciting business away from other agencies.

Have you ever seen some of the "exhibits" of free service presented by an agency to his client? Boy, how proud they must feel.

Yes, we have a code! But there are always some who find another way.

WALTER J. DAMM
Feb. 19 WTMJ, Milwaukee

EDITOR, BROADCASTING:

Re your editorial "Don't Give It Away," we object to blanket condemnation of merchandising but agree that merchandising offered as a sop is worthless to anyone. However, over a period of years the Cowles stations and *Register & Tribune* before them have found that a sound merchandising program helps the medium as much as it helps the advertiser. We disagree that any "floor and ceiling" is necessary or advisable. Good sense and good business should be each station's merchandising guide.

CRAIG LAWRENCE,
Feb. 19 Iowa Broadcasting Co.

Merchandising & Promotion

Cakes and Interviews—Texas Cooking—Seeds for Gardeners—Sportscaster at Sports Show

AMONG the promotional stunts used by WOR, New York, to call attention to its 19th anniversary Feb. 22 was a cake-baking contest announced on Bessie Beatty's *Martha Deane* program with the winner receiving $25 in cash and an interview on her Feb. 24th broadcast. Station-break announcements on Feb. 22 told of news events happening 19 years ago, while through the streets of midtown Manhattan stiltwalkers wore signs "WOR—19 years old and still growing". In their arms, they carried baby dolls with the signs "WOR's Newest Baby—FM station W2XOR".

To make contacts with all persons who heard WOR's first year of broadcasting, Jerry Danzig, manager of the station's press department, announced on the *Contact Dave Elman* program that the writer of the most interesting letter on WOR in 1922 could receive $50 in cash or a trip to New York with all expenses paid.

* * *

Cooking Schools

COOKING schools are being conducted in several Texas markets by Southern Radio Features, Dallas, with other stations planning schools in April and May. Stations now carrying schools are KGKB, Tyler, Tex.; KNET, Palestine, Tex.; KNOW, Austin, Tex.; KCMC, Texarkana; KVWC, Vernon, Tex. Southern is now offering the service on a nationwide basis.

* * *

Sticker Messages

LARGE circular stickers are pasted at eye level in all taverns in Oklahoma by KTUL, Tulsa, and KOMA, Oklahoma City. The stickers call attention to the *Howdy* program, recently renewed. Similar stickers have been printed for auto windows and windshields.

* * *

Nashville Color

A NEW format has been adopted by WSM, Nashville, for its weekly program release. The folder is now printed in green, buff and brown on white stock.

Babbitt's Seeds

B. T. BABBITT Inc., New York (Bab-O), a heavy user of national spot radio, and also sponsor of the five-weekly quarter-hour morning serial, *David Harum*, on 50 NBC-Red stations, is currently offering upon evidence of purchase, six packages of 8,525 seeds for a Hollywood "garden of the stars". Offer also includes four garden plans by Charles Gibbs Adams, Hollywood garden expert.

* * *

At Sports Show

CHARLES (Gabby) STREET, baseball broadcaster of KXOK and former big leaguer, conducted a baseball show at the St. Louis Annual Sportsman's Show on behalf of Hyde Park beer. KXOK originated a number of programs from the scene, with Cy Casper at the mike.

* * *

Radio Wardrobe

PRINT dresses "inspired by your favorite radio performers" are being advertised in New York newspapers by Lord & Taylor's, New York department store, as a feature of its Budget Shop. Called Radio Star prints, the dresses are named "Seven Delicious Flavors" (Jello-O), "Banjo Eyes" (Eddie Cantor), etc.

* * *

Home with the Bacon

POSTAL cards with mimeographed message are sent by KOB, Albuquerque, N. M., instead of letters. A typical card covers Swift & Co. sponsorship of *The Breakfast Club* on NBC-Blue, with illustration of a pig bringing home the bacon.

* * *

Match Plug

BOOK MATCHES are being distributed by WCAU, Philadelphia, calling attention to the weekly program sponsored by the Yellow Cab Co., Philadelphia. Cover copy calls attention of the listener to Norman Jay's period on the station for the cab company.

TO ASSIST high school and college students studying French, as well as New Yorkers wishing to brush up on the language, WBNX, New York, is carrying a series of weekly educational programs.

MERCHANDISE ORDERS, redeemed by San Bernardino, Cal., merchants, were attached to 100 of these balloons cut loose by Leslie Harris (left), manager of The Harris Co., local department store, as promotion for a mid-winter Dollar Day. Stunt was arranged by George A. Burns, sales promotion manager of KFXM, San Bernardino (center), and Austin King, in charge of the station's client service department (right). For every $10 each merchant of the community contributed to the radio "pool" to advertise Dollar Day on KFXM, the station gave a proportionate amount of time.

FLETCHER NAMED TO MANAGE WRAL

REVAMPING its personnel on a wholesale scale, WRAL, Raleigh, N. C., has announced the appointment of Fred Fletcher as station manager. Mr. Fletcher, son of A. J. Fletcher, president of the station, had been program director for two years. Other changes find Frank M. Stearns, formerly manager of the deleted WSAL, Salisbury, as commercial manager, succeeding Gillespie B. Murray, resigned; Helen Townsend, at one time with WBT, Charlotte, continuity director; Larry Roller from WHK-WCLE, Cleveland, announcer; William Barham named auditor to succeed Willis Thompson, resigned.

In line with a new sales policy Howard H. Wilson Co. has been appointed national representative and the station has issued a new 28-page brochure on the Raleigh market coverage by WRAL. Personnel and policy reorganization has been under the supervision of Robert E. Bausman, temporarily engaged by the station until March 1.

USING newspaper space in eight different newspapers in six cities to highlight outstanding programs, WRVA, Richmond, Va., is including specific mention of the sponsored product and sponsor. Sponsor mention is woven into regular copy describing the program.

BROCHURES

NBC-Red — four-page red-and-black brochure "The Ears They Didn't Count," giving the ten major improvements made since Jan. 1 increasing the Red network audience.

WFIL, Philadelphia—Package of five brochures, each covering a sponsorable live program originated by the station, sent with explanatory memo to prospects.

NBC PACIFIC-Blue network—Rate card No. 1, effective Feb. 1, 1941, incorporating affiliate rates with coverage maps.

WDRC, Hartford Blue and yellow brochure citing WDRC as the No. 1 test station in the No. 1 test market.

Behrman Is Named To Direct WISH

Bausman Commercial Head Of Indianapolis Outlet

APPOINTMENT of William H. Behrman, for nine years vice-president and general manager of WBOW, Terre Haute, as general manager of the new WISH, Indianapolis, was announced last Tuesday by C. Bruce McConnell, president. The station is expected to begin operation about May 1, with 5,000 watts day and 1,000 night, on 1310 kc. as a Class III-B station.

Mr. Behrman

R. E. Bausman, former commercial manager of WIRE, Indianapolis, and now with WRAL, Raleigh, N. C., will occupy a similar position with the new station. Chief engineer is Stokes Gresham, Jr.

To Start in May

Mr. McConnell, sales manager of Merchandise Brokers Inc., tobacco and candy wholesale company, owns 33% of the new station. Edward W. Harris, president of Merchandise Brokers, also holds 33%. Alvin R. Jones, auto dealer, is a 14% holder, with the remaining four stockholders holding 5% each.

Inauguration of operation, according to Mr. McConnell, while tentatively set for early May, depends upon delivery of equipment. An RCA 5,000-watt transmitter and International Stacy towers have been ordered. The bulk of the transmitting equipment will be RCA.

Mr. Behrman plans to leave Terre Haute for his new post about March 31. Prior to taking over management of WBOW he was manager of WGBF, Evansville.

NEW transcribed serial, titled *Imperial Leader*, and based on the life story of Winston Churchill, is being offered for sponsorship by Howard C. Brown Co., Hollywood. Consisting of more than 104 quarter-hour episodes, the serial was produced and cut in Melbourne, Australia, with an all English cast.

Jergens Music

ANDREW JERGENS Co., Cincinnati, which sponsors *Walter Winchell* and the *Woodbury Playhouse* on NBC in the interests of Jergen's lotion and Woodbury cosmetics and creams, on March 1 will take over seven weeks sponsorship of *Just Music*, nightly program of light melody presented on WQXR, New York, from 11 p.m. to 12 midnight. Agency is Lennen & Mitchell, New York.

Airport Gifts

AIRPORT reporters of WSB, Atlanta, are recipients of frequent gifts from those whom they interview. Latest gift is a box of canned goods from a food executive. They have received hats, candy, cakes, beverages, pins and photos. Recently the airport employes bought a giant birthday cake for their first anniversary.

WWJ to Increase

WWJ, Detroit, authorized by the FCC to operate unlimited time on 5,000 watts using a directional antenna at night, has started installing a new 535-foot Blaw-Knox vertical radiator which is expected to be ready for operation by April 1, according to Chief Engineer Walter Hoffman. The new antenna will be tied in with the present Western Electric transmitter. It is located on a recently acquired plot adjacent to the present transmitter site at 8 Mile and Meyers Road.

The Boston Daily Globe
Boston Is Really Bigger Than Ever
3,000,000 Within 30 Miles Makes City Third in U. S.
Feb. 4
By LOUIS M. LYONS
The census shows that Boston has a smaller population, by the slight decrease of 1½ percent, than 10 years ago.
But the Governor, who does not live in Boston and whose party has been traditionally hostile to the government of Boston through all his lifetime, reminds the Legislature that Boston has become the "bread basket" of 3,000,000 people within 30 miles of the State House. That is a bigger Boston than ever.
If Boston counted the 2,307,897 population officially credited to the 80 communities grouped by the Census Bureau as "Metropolitan Boston" the Hub would rank third instead of ninth among American cities.
MAYOR TOBIN
BOSTON AMERICAN
Boston Jan. 4
...and WBZ's your station
WBZ
BOSTON
50,000 WATTS
WESTINGHOUSE RADIO STATIONS
REPRESENTED NATIONALLY BY NBC SPOT SALES

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Soaring swi

Gunning thru the skies with five-fold power, the new KXOK gains mas tery over an area ten times greater than ever before. Concentrat ing its fire thru the rich Mid-Mississippi Valley Market, it is a powerfu persuasive located in the heart of a primary area containing 3,531,70 people . . . people who spend 826,490,000 good American dollars ever year. For stepped up sales and greater profits let the new KXO pilot your product over this wealthy radius penetrating four states i its primary area alone.

KXOK

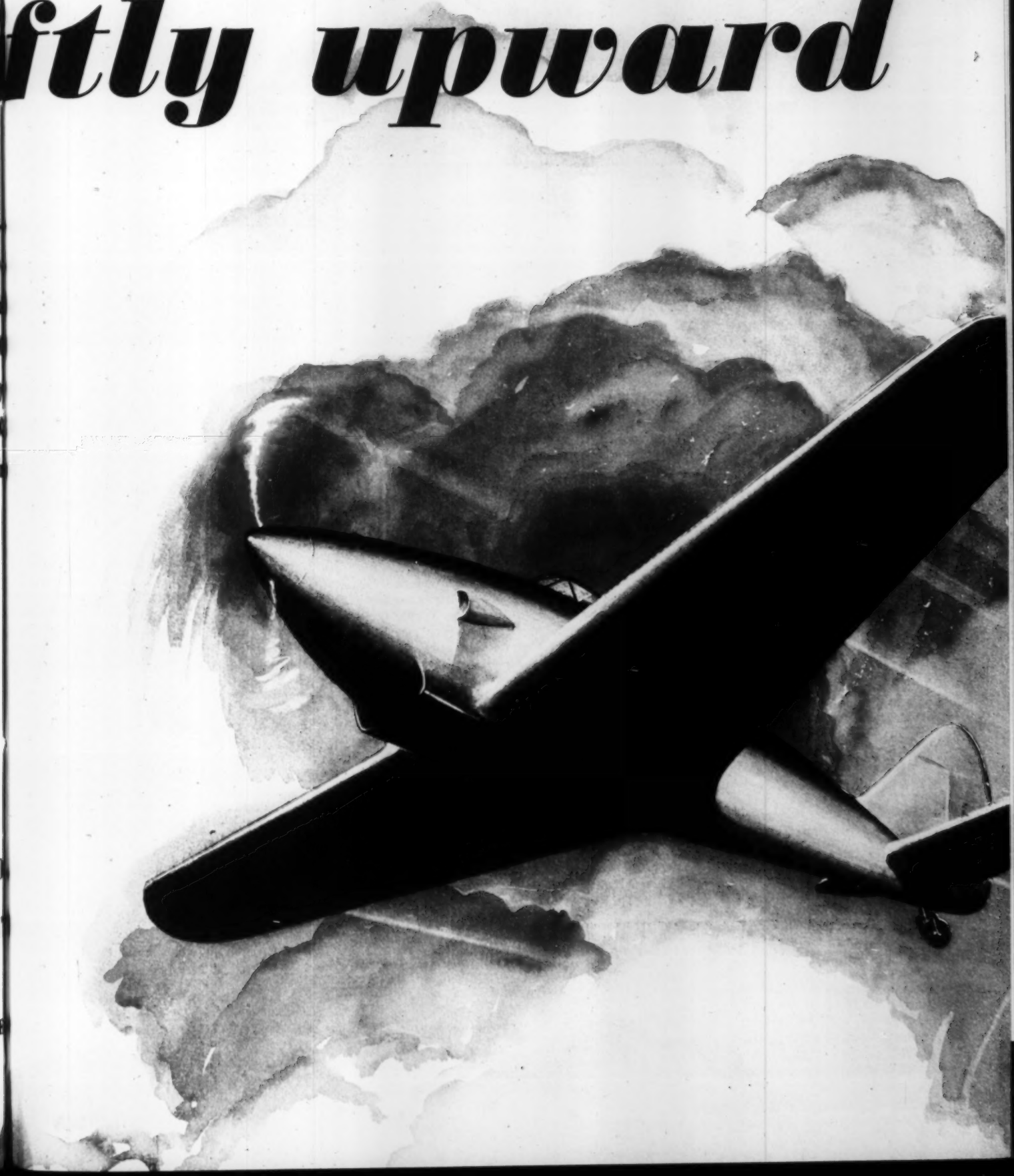
NBC BASIC BLUE NETWORK—ST. LOUIS, MO

630 KC 5000 WATTS DAY AND NIGH

Affiliated With KFRU, Columbia, Mo.
Represented by Weed and Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIME

ftly upward



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Other Axes

HEADLINE stuff has been emanating from sessions of some of labor's bigwigs in Miami during the last few days—all about a big crusade against commercial radio. In so many words, John B. Haggerty, president of the Allied Printing Trades Assn., representing the unions identified with the printed page, announces a colossal lobby to shackle radio with special franchise taxes; limit advertising to 25% of radio time; ban multiple ownership of standard stations or of standard stations and FM or television transmitters. He estimates the graduated franchise tax alone would yield $12,000,000 for Uncle Sam.

Broadcasters have seen this crusade coming up for some time. A year ago it became evident that action was imminent. As a matter of fact the same people on the fringe of organized labor who promoted several past anti-radio campaigns are identified with this latest foray. Past efforts flopped, although they caused radio no little trouble.

To those familiar with the facts, the whole basis of the campaign is ridiculous. Franchise taxes have been injected before, but invariably were discarded as discriminatory. Broadcasting constitutes only one phase of the FCC's work. Besides, broadcast stations are paying Federal corporate taxes, State income taxes and all other prevailing imposts. The railroads should defray the cost of ICC operations, and the farmers the cost of Agriculture Department functions, if the "defraying of costs" theory is evolved logically.

Mr. Haggerty makes rather amazed deductions in concluding that radio should be throttled because of its inroads on the printed page. His theory that advertising agencies throw business to radio because they collect dual commissions (he avers from client and program talent) reveals abject lack of knowledge of the facts.

The unions making up the Allied Printing Trades Assn. are all chartered by American Federation of Labor. There are several other AFL unions, however, that owe their allegiance to broadcasting. We can see a pretty intra-union dispute coming up, with the printing crafts fighting to undermine radio while the radio unions (such as American Federation of Musicians, American Federation of Radio Artists, and International Brotherhood of Electrical Workers) earn ever-improving livelihoods from radio.

It seems to us that President Green and perhaps the executive council of AFL might well look behind the new anti-radio campaign and learn its whys and wherefores. We predict the discovery will be made that it evolved, not from any spontaneous move on the part of the printing craftsmen, but from other interests with axes to grind.

Opportunity for Willie

TIME was when Willie went to college that Pa would be mighty proud if he was named (by dint of a little campus politics) editor-in-chief of the *Daily Squawk*. But times have changed.

For where one Pa could be proud before, there's chance for two now. And all because of radio. A number of big universities now have their own private "gas pipe" networks—real honest-to-goodness miniatures of the big stations. American college youth with a scientific bent no longer need be the campus oddity but a real campus figure, applying his knowledge and ideas to a practical effort in the field of radio.

Similarly, the fellow who went to college with starry-eyed dreams of becoming another Ben Johnson, Mark Twain, or Horace Greeley now can turn his writing talents from the eye to the ear. First, on his critical collegiate comrades; later, if he makes the grade, on the public.

Up to now these "gas pipe" affairs have been looked at tolerantly by professional radio people. But reverting to the college editor allusion, might it not be a good idea for commercial radio to look toward the colleges for new blood, just as many forward looking newspapers and press associations have been doing for years?

A young man of college age with enough ambition to use his spare time and spending money to take part in a campus radio venture is bound to have the enthusiasm necessary for success.

COMMERCIALIZED entertainment, ranging from movies to pool, during 1939 drew a cool billion from American pleasure-seekers, according to a new report of the Bureau of the Census. This amounts to almost a 50% jump in receipts over 1935 with more than two-thirds of this entertainment dollar going to motion picture and vaudeville theatres. During these five years radio also has progressed by leaps and bounds as an entertainment medium. The fact that theatres during this period increased their boxoffice collections from $568,196,000 to $673,945,000 should give indication enough that there's still plenty of room for everybody's better business.

The RADIO BOOK SHELF

TWO books on radio, edited by Dr. Paul F. Lazarsfeld, director of the office of radio research of Columbia U, will be published May 22 by Duell, Sloan & Pierce, New York, publishers of "Radio and The Printed Page" by the same author. "Radio Research" and "Living Research" are the names of the new books.

GENERAL survey of radio as an engineering career, covering necessary training, employment opportunities and salaries, is supplied in *Radio as a Career* by Julius L. Hornung [Funk & Wagnalls Co., N. Y., $1.50]. Simulating a personal tour of the various branches of the radio industry, the author outlines in general terms the component factors of a radio career from the technical standpoint. Mr. Hornung emphasizes the importance of amateur operations and academic training in forming a sound basis for development of the individual in the commercial broadcast and communications field.

DESIGNED for radio servicemen, John F. Rider has published two new technical manuals, *The Meter at Work* and *FM, an Introduction to Frequency Modulation* [John F. Rider Publisher Inc., N. Y.]. The first volume, in which technical illustrations are bound separately from the text, outlines the functioning principles of various types of meters used by servicemen in radio and allied electronic arts. The second provides a general review and discussion, from a technical standpoint, of the development and operation of FM broadcasting.

THE STORY of the *Ohio School of the Air* is told in *Radio Trailblazing* by Ben H. Darrow, its originator, who later became educational director of WBEN, Buffalo. It traces educational broadcasting from the early 1920's to its relative maturity in 1940. It is published by Roycroft Shops, East Aurora, N. Y. at $1.50.

Trends?

TRENDS, we have been admonished since our cub-days, are the things to watch. Get the story behind the story, and you'll surely know the shape of things.

We have tried diligently to apply this formula to trends in radio regulation. For example, the FCC in a recent decision involving multiple ownership of stations in the same city, painstakingly pointed out that it had this problem under study, and that it looked askance upon it. Then last week it granted a second station in a city to an existing licensee, without hearing.

Newspaper ownership, it has been evident for some time, is under scrutiny. It tends toward local monopoly in public opinion, according to one FCC faction. Yet the records show that they are granted almost weekly, without hearing or written opinion.

In FM, the FCC meticulously drafted regulations designed to assure horizontal competition in each community—same service area and same opportunity to develop. It was a grand idea, except that it doesn't seem to be developing that way. The outlook, unless we miss our guess, is for a new set of rules, with grants on a catch-as-catch-can basis.

Trends, to be sure, are indicative of something. But in radio, they seem to be moving in all directions at the same time.

We Pay Our Respects To —

HUGH BERKLEY TERRY

IT'S TRUE that Hugh Berkley Terry, new manager of KLZ, Denver, is one of the youngest executives in the radio industry. Less than nine years after the November day in 1932 when Hugh Terry came to work as advertising salesman on the Oklahoma Publishing Co.'s WKY, in Oklahoma City, he has been elevated to one of the top jobs in the company, manager of the Denver outlet.

Born Nov. 29, 1908, in Alexandria, Neb., Hugh Terry graduated from the local high school and then went to the University of Missouri. Journalism was his goal, and in four years he'd been graduated with the school's famous B.J. (bachelor of journalism) degree.

During his college years, Terry played saxophone in dance bands and went to Europe with one of them. When he hit foreign shores, however, he decided it was time for seeing sights, and he spent the remainder of the summer in a leisurely tour of continental high spots. Back at Columbia, he became president of his social fraternity, Sigma Nu, and president of the School of Journalism's Senior class.

Upon graduation he joined C. H. Trapp Adv. Agency, St. Louis. As a member of the production department he got a background that has stood him in good stead in radio.

The next stop was Chicago. There he was a copy writer with Russell T. Gray Inc. Less than a year with this company, and he had a chance to take a job in the medium he thought he'd like best—radio. So when WKY offered him a job on its sales staff, he left Chicago and went to Oklahoma City. That was in 1932.

For four years Terry sold advertising on WKY and learned about radio, poking his inquisitive nose into all branches of the industry. He knew modern music and was always interested in band setups, remotes and production. He wrote copy and had a good idea of how the copy he sold should be written. He was instructor in advertising at Oklahoma City University's downtown night school and a director of the Oklahoma City Advertising Club.

When Outwest Broadcasting Co. was formed and bought KVOR, CBS outlet in Colorado Springs, E. K. Gaylord & Associates named Hugh Terry as manager.

Terry came to Colorado Springs unheralded and unknown to the town. The station was remodeled, a new transmitter erected. New faces appeared on the staff. New salesmen, new to radio, were hired.

The four-year managership at KVOR brought a lot of experience. And the years at WKY, extra hours spent learning how departments other than sales operated, started paying big dividends. The station's business started climbing, radio advertising started appealing to the town's largest firms, program standards were raised. Colorado Springs' leading citizens started taking an interest in "their" radio station.

All the time Terry's personal popularity was growing. He was named general chairman of the Community Chest, vice-president and director of the Rotary Club, director of the Chamber of Commerce, director of the YMCA.

In 1937 KVOR put on a promotion campaign, *The Road to Fame*, that brought it national recognition. Literally thousands of persons were auditioned for a series of eight Sunday broadcasts. Colorado towns in KVOR's territory were saluted. Mayors joined in the fun. The publicity was overwhelming and when the final broadcast was held, the City Auditorium was so jammed with thousands of fans that the fire department finally called a halt and refused to admit about 3,000 fans who were standing patiently in a pouring rain.

June 15, 1940, Hugh Terry was named commercial manager of KLZ. Everybody knew this job was merely a training stop for the top job, as F. W. Meyer, KLZ manager, had been granted his application for KMYR, a 100-watter in Denver.

So from June 15 to Jan. 1, 1941, Terry rebuilt and reorganized the sales department of KLZ. Word came from Edgar T. Bell, secretary-treasurer and assistant general manager of the Oklahoma Publishing Co. and its various interests, on Jan. 1, 1941, that Hugh B. Terry was manager of KLZ.

In 1932 a college romance culminated in marriage. When Terry was at Missouri, he met and courted Betty Gardner, of Omaha, then at Stephens College. Just before coming to WKY they were married. They have a son, Norman Terry, 6.

Terry's learning to fish because, he says, he likes trout and feels as a Coloradan he should learn the favorite sport. His golf isn't colossal, but he loves it. He rides some, having taken to heart the Chamber of Commerce blurbs about mountain trails. His winter activity is bowling and handball at the Denver Athletic Club.

At various times he's been called to the mike to announce all sorts of things. Basketball, football, rodeos and golf. His speech-making ability, and he has lots of it, has stood him to good stead and he's completely at ease in front of a mike. He knows sports thoroughly, follows them closely, but would rather watch than announce.

One of Hugh Terry's strongest beliefs concerning radio is the stressing of client service. Since last June he has developed it to a fine point at KLZ, and the station has had national recognition from many national and local advertisers. He carries it further, too, believing that employer-employe relations work on the same basis.

Personal NOTES

AL NELSON, general manager of KPO-KGO, San Francisco has been elected to the board of the San Francisco Better Business Bureau.

GEORGE S. DE SOUSA, vice-president and treasurer of RCA, is making an inspection of RCA's California properties.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, was host last week at a luncheon in honor of Robert Cresswell, new publisher of the *Philadelphia Evening Ledger*. Purpose was to introduce Mr. Cresswell to Philadelphia station heads. Those attending included: Lee B. Wailes, general manager of Westinghouse radio stations; Leslie Joy, general manager of KYW; Roger W. Clipp, general manager of WFIL; Dr. Luther Harr, treasurer of the *Philadelphia Record* representing WHAT, which is owned by the paper's publisher; Edward D. Clery, general manager of WIBG; Alexander W. Dannenbaum, Sr., president of WDAS; and Dr. Leon Levy, president of WCAU.

LOU KROECK, formerly sports announcer and account executive of KOY, Phoenix, was recently appointed sales manager of KTMS, Santa Barbara, Cal.

LEO McDERMOTT, of the sales staff of WORL, Boston, and Mildred Ham have announced their engagement.

LENNOX F. WILEY, formerly in advertising agency and publishing fields, has joined the commercial staff of WFBL, Syracuse.

JOE CHYTIL, commercial manager of KELA, Centralia, Wash., is the father of a baby girl, Leslee Dianne, born Feb. 2.

MAJOR HARRISON, former salesman of WNBC, New Britain, Conn., has joined WBRY, Waterbury, Conn.

JOHN PARSONS, senior salesman of WNBC, New Britain, Conn., was presented with a brief case by the staff. He leaves March 1 to become commercial manager of WBRK, Pittsfield, Mass.

KEITH KIGGINS, NBC-Blue sales director, left for Florida last week to convalesce from flu.

ARTHUR CHURCH, of KMBC, Kansas City, and Chuck Myers, of KOIN, Portland, with their wives, were visitors in Phoenix Feb. 14, spending a week at the Valley of the Sun.

JACK KEASLER, formerly with KGKO and WBAP-WFAA, Dallas-Fort Worth, has joined WOAI, San Antonio, to handle local and regional sales contacts.

F. W. MEYER, formerly manager of KLZ, Denver, upon leaving to assume new duties as the owner of the new KMYR, Denver, was presented with a hand-tooled leather desk set by members of the KLZ staff.

HERMAN ZWEIBAN, a graduate of Illinois U last June, and new to radio, has joined the sales department of WIND, Gary, Ind.

PAUL F. HARRON, president of WIBG, Glenside, Pa., in mid-February married Margaret E. Harper.

JACK VON TILZER of the program sales division of NBC has resigned because of pressure of outside duties. No successor has been named as yet.

ELLSWORTH GOSLING, of the continuity department of WLVA, Lynchburg, Va., has been promoted to the sales department.

LEO COHEN, manager of the Artists Bureau of WHN, New York, has written a song, "With Your Permission", in collaboration with Abner Silver. Song has been published by ASCAP.

RAY HEINEN, formerly Farm Editor of WSUI, Iowa City, has joined the division of information of the Department of Agriculture under the Agricultural Adjustment Administration. At present he is stationed in Des Moines.

Mrs. Peter J. Fick

MRS. PETER J. FICK, 28, "Marge" of the radio team of *Myrt & Marge*, died Feb. 15 in Englewood (N. J.) Hospital a few minutes after the birth of a son, Donald. Mrs. Fick, known professionally by her maiden name of Donna Damerel, had broadcast with her mother since November, 1931, the program describing the backstage troubles of a theatrical family currently heard on CBS under sponsorship of Colgate-Palmolive-Peet Co. for Supersuds. "Marge" had been written out of the scripts for a three-week period. No decision on the continuance of the program will be announced until the end of that time. Mrs. Damerel as "Myrt" is continuing the serial.

Donald Charles Coutts

DONALD CHARLES COUTTS, 70, western manager of McConnel Eastman & Co., died in Winnipeg early this month. He had been living in Winnipeg 30 years. One of his sons, Donald M. Coutts is account executive with the Toronto office of the agency.

KDYL
showmanship wins popularity — and that's what builds sales in the Intermountain Market
KDYL
The POPULAR Station
Salt Lake City
Representative: JOHN BLAIR & CO.
NBC RED NETWORK

BEHIND the MIKE

TED GATES, formerly of KMPC, Hollywood, has joined KROD, El Paso, Tex., as program director.

D. H. MacGOWAN, formerly of WCHS, Charleston, W. Va., has joined the announcing staff of WCOS, Columbia, S. C.

MADELINN CHACE, former free lance artist, has joined WSB, Atlanta, as director of publicity.

ED CONTURE, chief announcer of the new WOCB, West Yarmouth, Mass., has returned to WFBG, Altoona, Pa.

WARREN CHAMPLAIN, announcer of WKRC, Cincinnati, is the father of a girl born Feb. 2.

JESSE THOMPSON, formerly copy chief of Wales Adv. Co., New York, has joined the NBC-Blue Network promotion department in New York as a copy writer.

HERBERT JOHNSON, formerly of KSLM, Salem, Ore., has joined the announcing staff of KGW-KEX, Portland, Ore.

GORDON HORNER, formerly of KTRI, Sioux City, and Nick Barry, of KVFD, Fort Dodge, Ia., have joined the announcing staff of KLO, Ogden, U.

RALPH HANSEN, a graduate of the NBC Chicago announcing school, has joined the announcing staff of WALA, Mobile, Ala.

JACK GARRISON, formerly of WJR, Detroit, and KWKH, Shreveport, La., has joined the announcing staff of KMOX, St. Louis.

JOHN C SKINNER, formerly associated with the publicity departments of NBC and CBS, has been named publicity director of the Hotels of Times Square Assn., New York.

FRANCES SWING, cousin of Raymond Gram Swing, MBS commentator, is writing the scripts for *Edith Adams' Future*, originating at WKRC, Cincinnati, as one of the four new daytime serials starting Feb. 24 on MBS.

RICHARD BROOKS, Hollywood writer-narrator of the weekly NBC *Sidestreet Vignettes*, has written a new stage play, "Wooden Nickels", which is currently under consideration for Broadway production.

DURWARD KIRBY, announcer of NBC, Chicago, and Mary Paxton, who conducts the *Wishing Well* program on WGN, Chicago, have announced their engagement.

ED ALLEN, announcer of WGN, Chicago, on Feb. 14 became the father of his second child, Kathleen Melodie.

WILLIAM NELSON, formerly of WDWS, Champaign, Ill., has joined the continuity department of WIND, Gary, Ind. Lew Lowry, formerly of WJW, Akron, has joined the announcing staff of WIND.

GLENN CONDON, formerly managing editor of the *Tulsa World* and publisher of *Vaudeville News*, is conducting two daily quarter-hours of news on KTUL, Tulsa, Okla.

CHARLES BATTERS, formerly of WBRY, New Haven, has joined the announcing staff of WFBL, Syracuse.

LEONARD SLATER, recent U of Michigan graduate, has joined WCAR, Pontiac, Mich., as news editor.

HAL PROCTOR, formerly of WKBH, LaCrosse, Wis., and WBOW, Terre Haute, Ind., has joined the announcing staff of WCAO, Baltimore.

JOHN ROGERS, of the announcing staff of KOMA, Oklahoma City, has been drafted into the field artillery reserve, stationed at Fort Bliss, Tex.

JOSEPH A. GRADY has been added to the announcing staff of WHAT, Philadelphia, filling the vacancy left by Sam Serota, who went to WIP, Philadelphia, as production director. Serota is ill.

BOB LOCKWOOD, of the announcing staff of WDRC, Hartford, left Feb. 22 to join the Army.

SHEELAH CARTER, sister of Boake Carter, as well as secretary, will substitute for the MBS news analyst on his regular quarter-hour newscast March 1, while brother Boake fulfills a lecture engagement at Corpus Christi, Tex.

TOM MOORE, announcer of WIBG, Glenside, Pa., has been named assistant to Rupe Werling, head of the promotion department.

The BASIC TEST

THE best yardstick measuring our worth as radio station representatives is the steady progress in the national field of every station we represent.

During 1939 we showed an average increase of 17% over 1938. During 1940 our increase was 42% over 1939.

WEED AND COMPANY
NEW YORK · DETROIT
CHICAGO · SAN FRANCISCO
RADIO STATION REPRESENTATIVES

UP News

with REX DAVIS
THREE TIMES DAILY
WCKY Cincinnati

Meet the LADIES

CHARLOTTE EDWARDS

A LITTLE bit of everything spices the life of Charlotte Edwards, continuity and women's feature director of WHEC, Rochester. She runs the daily *Woman's Corner*, has a Saturday quiz, called *Children's Recess*, writes dramas, pens fairy tales and turns out the usual sponsor programs. Her spare time is devoted to free-lance writing in conjunction with her photographing husband. Likes sports such as hiking, tennis, swimming and picnics.

EDYTHE MESERAND, secretary for the last three years to Dave Driscoll, manager of the special features department of WOR, New York, has been placed in charge of talks and features pertaining to women's activities on the WOR special features and news staff.

LEW LONDON, music librarian of WPEN, Philadelphia, has been placed in charge of the station's program department, substituting for Program Director Tommy Smith, who left for Indiantown Gap, Pa., for a year's military training.

DAVE GARROWAY, announcer of NBC, Chicago, on Feb. 15 married Adele Dwyer. Henry Cooke, NBC announcer, on Feb. 19 married Mary Fickes.

STAN CORLEY, formerly announcer of WIND, Gary, Ind., has joined KBIZ, Ottumwa, Ia., as program director.

DEANE FLETT, publicity director and announcer of KFBB, Great Falls, Mont., was to leave Feb. 24 to join the Army. Jack Hubbard, formerly of WATW, Ashland, Wis., has joined the KFBB staff as continuity writer and announcer. John Alexander, program director, is the father of a boy, his first child.

LOUIS BLIZZARD, formerly at WMSL, Decatur, Ala., has rejoined the station. He also will work in the commercial department.

MARY LEWIS, of KGNC, Amarillo, Tex., has received her private pilot's license.

LORIN MYERS, merchandising director of WSB, Atlanta, on Feb. 15 married Manita Boswell, of Greensboro, Ga.

ALLEN DEXTER has joined WFVA, Fredericksburg, Va., as junior announcer.

PEGGY PHELPS, journalism graduate of Missouri U, has joined the program staff of WJSV, Washington.

AL HUNTER, former newspaperman and for several years news editor of KFRC, San Francisco, has resigned.

GENE HAULOTTE, of CBS Hollywood public relations staff, and Bette Glenn, singer, were married Feb. 14.

TOMMY FRANKLIN, formerly with stations in the Northwest, has joined KLS, Oakland.

DOUGLAS DAWSON, Hollywood radio commentator, and Jean Parker, film actress, were married Feb. 14 in San Diego.

EMANUEL MANHEIM, Hollywood script writer, has joined the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. He succeeds Abe Burrows, who resigned to join Ed Gardner on the CBS *Duffy's Tavern*.

DAVE LANE, formerly singing pianist of WBT, Charlotte, N. C., and recently guest artist on the CBS *Al Pierce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co., has inaugurated a weekly quarter-hour program of his own on Pacific Coast stations of the network.

GLEN MIDDLETON, CBS Hollywood production representative on various sponsored network shows, has taken a leave of absence and will be inducted into the Army for one year's military training effective March 6.

ROBERT ARDEN, Hollywood commentator on the nightly quarter-hour program, *America Looks Ahead*, on KFWB and KFOX, has been given the American Academy of Public Affairs 1940 award for outstanding and distinguished public service as a news analyst and radio commentator on foreign affairs.

JOHN B. MEAKIN, recently musical director of WOV, New York, and previously in similar positions at KGO-KPO and KSFO, San Francisco, has joined the NBC production staff in New York.

JIM AULL, publicity director of KYW, Philadelphia, is the father of a girl born Feb. 14.

BILL MANNS, chief announcer of WCAM, Camden, N. J., leaves Feb. 24 to join WIBG, Glenside, Pa.

LEWIS FISHER, announcer of WCAU, Philadelphia, leaves Feb. 28 to begin a year's training in the Naval Reserve.

JOHN MIDGLEY, continuity writer of WCBS, Springfield, Ill., has been named publicity director of the station.

ART BROWN, formerly of New York and Chicago, has joined the announcing staff of WCBS, Springfield, Ill.

BRIAN G. HODGKINSON, producer and commentator on leave from CKY, Winnipeg, has received his "wings" in the Royal Canadian Air Force, and will soon finish his training as a fighter pilot.

MARY LEE MOLLRING, formerly with the Standard Oil Co. has joined the staff of KOY, Phoenix.

WKNY Staff Changes

CHARLES J. STAHL, president of WKNY, Kingston, N. Y., has announced that three former associates in the Philadelphia area will join the staff Feb. 24 in executive capacities. Dave Rolontz, salesman of WCAM, Camden, N. J., where Mr. Stahl was general manager until taking over the operation of the Kingston station earlier this month, joins WKNY as sales manager. Mr. Rolontz was at one time part-owner of WCAU, Philadelphia, with Stan Lee Broza until it was acquired by the Levy brothers. Marvin Seimes, chief engineer of WCAM, goes to WKNY in a similar capacity, and Joe Dillon, veteran radio announcer at WPEN, leaves to join the Kingston station as program director.

ELROY McCAW, general manager of KELA, Centralia, Wash., and holder of a student pilot's flying license, was forced down by motor trouble on a farm 17 miles from the Centralia airport, but escaped without injury.

RUTH ECOFF, formerly secretary to program director Blaine Cornwell, has been named traffic manager of KXOK, St. Louis. Edith Alpeiser has taken Miss Ecoff's former job.

SPEED VEAL, announcer of WJHP, Jacksonville, Fla., has been promoted to program director.

GLENN SAXTON has been named program and production manager of WFTL, Fort Lauderdale, Fla.

ROBIN KINKEAD, freelance writer and former foreign correspondent in Moscow as assistant to Walter Duranty of the *New York Times*, has joined the magazine division of the CBS publicity department.

JOHN MELBOURNE, a member of the talent staff of WCBS, Springfield, Ill., is the father of a boy born recently.

JOHN BRADFORD, formerly announcer of WHDL, Olean, N. Y., assumed his duties as program director of WERC, Erie, Pa., on Feb. 14.

BARCLAY ALLEN, staff pianist of KLZ, Denver, has had two tunes accepted by BMI, "Injun Clerk" and "A Loaf of Bread, a Jug of Wine and Thou".

GEORGIA LEE LAYTON, commentator, formerly with stations in the Northwest, has joined KPO-KGO, San Francisco.

DAN CUBBERLY, announcer of KOY, Phoenix, is the father of an 8 pound girl.

MEREDITH WILLSON, Hollywood musical director of the NBC Maxwell House Coffee Time, sponsored by General Foods Corp., has written two new compositions, "America Calling" and "Jervis Bay".

"SELL THE HOUSEWIFE AND YOU SELL ALL"

YOU CAN BUY HER EAR FOR .000073 CENTS!

That's the lowest quotation "per ear" you can get in the Cleveland Market! WTAM, with its primary coverage of over a million and a quarter radio homes, not only can reach more ears than any other Cleveland station but, day in and day out, actually does reach more of them.

Just compare WTAM on this basis: Take the 15 minute daytime rate of each Cleveland station. Divide by the number of radio homes each claims in its primary area. But don't stop there because that will only give you reachable ears.

Go one step farther. Take a survey . . any survey . . and look at the number of actual listeners each station has, all day, all night, all week. WTAM leads. WTAM delivers more listeners, more regular listeners. That's why WTAM is the "lowest-cost-per-ear-station" in Cleveland, the biggest advertising value, the most consistent choice of local, spot and Red network advertisers.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Choice Spots in Baltimore Radio Still Available for National Advertisers

WITH, Baltimore's newest radio station—covering Baltimore from a "Baltimore" angle—will open Saturday, March first.

But already 52 big local advertisers have endorsed this different kind of coverage by contracting for time over WITH. Real local coverage means sales—and no one knows this better than local business people.

If you are a national advertiser—or if you are connected with a national advertiser—and you agree that something is missing in Baltimore radio, better look into WITH!

Choice spots still remain for national advertisers, and reservations are now being accepted on pre-opening rate card—with rate protection for one year. For full particulars, write:

TOM TINSLEY, President

WITH

BALTIMORE, MARYLAND

IT'S WBIG!

The MAGIC CIRCLE

More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.

EDNEY RIDGE DIRECTOR

Columbia Broadcasting System affiliate.

WBIG

GREENSBORO, N.C.

GEO. P. HOLLINGBERY · CO., NAT. REP.

Purely PROGRAMS

TO ACQUAINT English and French Canadians with the 4 million Canadians of European ancestry, Canadian Broadcasting Corp. starts *Canadians All*, as a weekly half-hour feature Wednesday 10:30-11 p.m. (EDST), on the CBC national network. The programs, starting with one honoring Ukrainians in Canada on Feb. 26 from Winnipeg, have been designed at the suggestion of the director of public information and will include, besides descriptive narrative and music, a number of important speakers. Other hyphenated Canadians to be heard are Icelandic, Netherland, Hungarians, Swedish, Finnish, Czech, Polish, Belgian, Italian, German, and Norwegian.

* * *

Gopher Women

LIVES of courageous Minnesota women are dramatized on the 13-week *Pioneer Women* series, which started Feb. 22 on WCCO, Minneapolis. Directed by Max Karl, WCCO educational director, the series is presented under auspices of the Minnesota Federation of Women's Clubs in cooperation with the radio workshop of the National Youth Administration. The programs are planned by Mrs. George B. Palmer, chairman of the Federation's radio division, in celebration of the organization's 50th anniversary.

Youth Answers

HIGH SCHOOL students answer questions on their academic subjects on the new *Youth Wants to Know* feature of WPTF, Raleigh. Conducted in cooperation with the U of North Carolina at Chapel Hill, the series features students from Chapel Hill High School answering questions on curricular subjects such as astrology, science, religion and politics of interest to the average teen-age child. Students themselves prepare the answers and solicit questions for future broadcasts.

* * *

Kids in Court

SLANTED to young folks, KGKO, Fort Worth, has started a new idea in radio safety education with a weekly broadcast from Corporation Court in Dallas. Heard on the program are boys and girls called before Judge Joe Hill on Saturday mornings because of minor traffic infractions. Judge Hill conducts a quiz on safety while Announcer Hall Thompson picks up responses from the kids and also interviews parents on the penalty to be paid by the child at home—the only fine required by the court.

* * *

Daily Biographies

BIOGRAPHIES of names in the headline news of the day make up the daily five-minute *The Name You Will Remember* on KYW, Philadelphia. William Lang, staff announcer, presents comments and interesting facts in the life of some prominent individual. The program is sponsored by 2601 Parkway, new apartment building in Philadelphia, and placed thru Vernick Adv., Philadelphia.

* * *

Surprisingly Slick

PIANO impressions and popular songs are featured on the new *Slick's Surprise* sponsored on WGL, Fort Wayne, Ind., by Slick's Family Washing & Ironing Co. Highlighting entertainment by Marge Warren and Norm Carroll, the program also includes a telephone prize contest. The sponsor merchandises the show with special package inserts. Suedhoff & Co., Fort Wayne, handles the account.

WHEN defense activities brought some 6,000 officers and men to the Savannah Air Base, WSAV, Savannah, Ga., responded with a weekly news program, *The Air Corpsman*, covering Air Base activities. Each Tuesday afternoon at 5:45 Melvin Cole, of the Corps, goes on the air with the news. He won the commentator berth after auditions, with his experience at WTIC, Hartford, and WBRY, Waterbury, Conn., standing him in good stead. The feature, although designed primarily for Air Base consumption, is building a healthy following among local civilian listeners.

* * *

Supper Special

HEARD five days weekly, the new half-hour *Five O'Clock Special* on KVOO, Tulsa, features the staff orchestra and staff soloists, who alternate during the week. Sports and news teasers build up interest in *World of Sports* and *News of the Hour*, which follow. Also included are interviews and miscellaneous entertainment bits. Each staff announcer is assigned to m.c. the program one day a week.

* * *

Recording the Three R's

TRIPS to the classrooms of the various Cincinnati elementary schools to hear the children recite their lessons provide the format of *A Visiting We Go*, presented by WCPO and the Board of Education. The recitations are conducted along the popular quiz program lines and are transcribed. Each transcription is entered into a competition to determine the best radio show presented by Ohio school children.

* * *

Visitors' Service

DAILY quarter-hour public service program, *What's Doing?* has started on KFI, Los Angeles, for benefit of Southern California visitors. Ken Higgins, commentator, gives information on civic events, musicals, lectures, daily radio program bulletins and gossip. Visiting celebrities also are briefly interviewed.

* * *

Defense Reports

NBC is adding a daily report on national defense progress to the *Farm & Home Hour*, Monday through Friday. Charles Barry, NBC Washington announcer, will give the reports, consisting of news of all defense activities including those of private industry.

* * *

Wing Getting

ENLISTMENT of two fictional Wisconsin youths at the Milwaukee flying cadet office, along with training experiences, forms the motif for *Johnny Get Your Wings*, serial on WTMJ, Milwaukee.

WFBL

SYRACUSE

NOW . . .

5000 WATTS

DAY and NIGHT

Covers far more population and buying power than ever before

BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:

HAMILTON, N. Y. (45 miles away) "Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."

NORWICH, N. Y. (61 miles away) "WFBL is now our best and clearest station. No interference."

WATERTOWN, N. Y. (75 miles away) "Since you've increased your power your reception has much improved."

CLYDE, N. Y. (45 miles away) "I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

WFBL

SYRACUSE, N. Y.

*Member Basic Network Columbia Broadcasting System

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

BUSINESS is good in British Columbia. Your business will be better with

CJOR

Vancouver, B. C.

National Representative

Joseph Hershey McGillvra

Contracts Signed By Writers Guild

Net Pacts Cover Only Staff Members in New York City

RADIO WRITERS GUILD and representatives of NBC and CBS have signed new three-year contracts covering staff continuity and dramatic writers following several weeks negotiations and drafting of terms by lawyers of both parties [BROADCASTING, Feb. 10]. Still pending is the contract for staff news writers at CBS which is now in the hands of attorneys.

Contracts are retroactive to Feb. 17 and cover only staff writers in the New York headquarters of both networks. No salary minimums are stipulated, but the terms call for a "Guild shop" and a 10% salary increase for all writers now earning less than $400 per month.

Outside Sales

If a staff writer sells his script to a film company, he receives 75% of the proceeds, the network receiving 25%; if scripts are sold for book or dramatic rights, the authors receive 90% and the networks 10%, while in the case of "merchandising" rights, the sharing arrangement is on a 50-50 basis. In all these instances, the scripts are to have been written on the writer's own time.

If material is turned out on the network's time, all radio rights are the company's. If such material is sold elsewhere for sustaining broadcast only, the writer and the network share the proceeds; if for commercial broadcast, the arrangement is 90% for the network and 10% for the writer.

Final agreement on the contract between the Guild and the American Assn. of Advertising Agencies is still under consideration.

DEANE S. LONG, formerly of WSAL, Salisbury, has been named program director of WAKR, Akron, O. William Egan, formerly of the *Akron Times-Press*, has joined WAKR as news and continuity editor, also handling promotion and publicity. Among other WAKR staff members with the *Times-Press* are Kenneth Keegan, commercial manager; Marguerite Petran, traffic manager, and Bill Weiler and Art Kohtz, salesmen.

HOT FROM CAPITOL
WGAR Transcribes Answers by Ohio Congressmen

DESIGNED to stimulate interest in democratic government, WGAR, Cleveland, on Feb. 21 started a new transcribed series of Ohio Congressmen's answers to constituents' questions on topics of the day. Listeners are asked to send to the station questions facing Congress they believe the most important of the week. The letters are analyzed and the question most frequently asked is wired to m.c.'s from the Greater Cleveland area. Three-minute statements or answers are recorded in the House Office Bldg. in Washington and air-expressed to the station Friday afternoon.

The continuity department ties the separate takes into a half-hour program sounding like a symposium by the Congressmen broadcast Friday night, 10-10:30 p.m. Tuesday midnight is the deadline for listeners' questions. Participants in the series include Senators Taft and Burton and Representatives Sweeney, Young, Bolton, Crosser, Bender and Harter.

WXYZ to 5 KW. Night

WXYZ, Detroit, key station of the Michigan Radio Network, Feb. 21 increased its power to 5,000 watts at night under an authorization from the FCC last fall. George W. Trendle, president of the King-Trendle Broadcasting Corp., owners of the station, directed a promotion campaign utilizing all media.

Highlight of the campaign was a special half-hour dedicatory program, Feb. 21 consisting of brief sketches from the station's most famous dramatic shows, *The Lone Ranger*, *The Green Hornet*, and *Ned Jordan, Secret Agent*. Station bought space in trade journals, and daily newspapers in the Detroit metropolitan area to advertise the increase in power.

At the same time it was announced that the station's new rate card, originally scheduled to go into effect Feb. 1, will not take effect until March 1. New rate is $500 an hour for nighttime, less discounts.

TWO members of the staff of WTRY, Troy, N. Y., have completed their CAA primary training course and have received their pilots' licenses. Those making the grade were Al Chismark, chief engineer, and Cecil Walker, announcer and publicity man.

WITH About Ready

BALTIMORE'S fifth station will begin operation March 1, when the new WITH goes on the air with a special four-hour inaugural program. The station was authorized last Oct. 29 to the Maryland Broadcasting Co., with 250 watts on 1210 kc. Thomas G. Tinsley Jr., formerly a radio salesman, heads the new local as president and general manager, holding a 1% interest. His mother, Louise McClure Tinsley, with 97% of the stock, is secretary-treasurer, and W. Warren Corkran, of Baltimore, has the remaining 2%. Policy of the station will be to present programs with a local flavor, stressing community activities.

Wisconsin Broadcasters Elect Kyler President

JAMES KYLER, manager of WCLO, Janesville, was elected president of the Wisconsin League of Broadcasters, who met Feb. 18 for a special election of officers at the Monterey Hotel, Janesville. WCLO was host to the assembly.

Other electees and their offices are Father James A. Wagner, of WTAQ, Green Bay, vice-president; Hiram Born, of WHBL, Sheboygan, treasurer; Ed Cunniff, manager of WKBH, La Crosse, secretary. Directors elected include George Frechette, manager of WFHR, Wisconsin Rapids, H. J. Newcomb, station manager of WRJN, Racine, William C. Forrest, manager of WIBU, Poynette.

WHAT'S A RECORD OR TWO, TO RED RIVER REUBEN?

Busting records is old stuff to Reuben and his pals! F'r instance: North Dakota's farm income for the first half of 1940 was up 39% over the same period in 1939; refrigerator sales were up 25%; passenger car sales were up 32%! And the Red River Valley contributed far more than its share to this impressive State showing.

If you'd like to bust a few records in this prosperous, free-spending area, give your sales message to WDAY, the only station reaching the whole Valley!

WDAY, INC.

N. B. C.

FARGO, N. D.

940 K. C. . . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

$293 REWARD: TO ONE TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to *stop them!*

For information about free telegraph-file analysis —wire collect: A. A. Kramer, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

WIRE COLLECT:

Postal Telegraph

Bass Co. Devises Tubular Radiator

A NEW TYPE of vertical radiator built of tubular steel, available for both standard and FM transmission, was announced last week by Bass Construction Co. of Cleveland, distributors and erectors for the Union Metal Mfg. Co., pioneer Canton, O., concern. M. F. Rubin, former owner of WCLE, Cleveland and a stockholder in United Broadcasting Co., owning WHK and WCLE, is president of the Bass Co. Sales manager is J. W. Moorhead.

The monotube radiators are constructed of a series of guyed, double-tapered hollow steel tubes guaranteed to withstand wind velocities of 100 miles per hour, a half-inch ice load and a temperature change of plus or minus 50 degrees Fahrenheit. The construction makes these radiators ideal units for directional systems, according to the Bass Co.

The Bass Co., Mr. Rubin said, has erected steel on a number of projects, including the Union Station and Terminal developments in Cleveland, the Union Station in Cincinnati, the Interstate Commerce Commission and Labor Buildings in Washington, and the Daily News Bldg. in Chicago. The Bass Co. at present is handling the Elwood Ordnance Plant, Joliet, Ill., one of the large defense projects.

G. J. CARTER, vice-president of Exclusive Radio Features Ltd., Toronto, is on an extensive tour of western Canadian stations. Exclusive recently obtained Canadian rights to the *Adventures of Pinocchio*.

Stations and Equipment Firms Proceed With Plans for March 29 Switchover

ALTHOUGH neither Mexico nor Cuba yet has approved revised standard broadcast allocations pursuant to the Havana Treaty, no complications are foreseen by the FCC on the Continent-wide reallocation scheduled for March 29.

Reports from stations as well as equipment manufacturers indicate that the bulk of the 795 domestic stations slated to shift from 10 to 40 kilocycles next month will be in a position to meet the deadline. While the FCC broadcast engineering staff is operating under extreme pressure in composing minor technical problems, nothing serious has developed. The FCC last Thursday issued a notice to all standard broadcast stations, slightly revising test requirements and suggesting other means of effecting the changeover with minimum difficulty.

Crystals Available

Meanwhile, reports were expected from Mexico and Cuba on their precise allocations prior to the March 1 publication deadline. If official releases are not made in Mexico City and Havana by that time, the terms of the agreement reached at the conference in Washington Jan. 14-30 specify they shall be published automatically. In that fashion, all stations will be in a position to know precisely what facilities are to be used in given locations in these countries and make their plans accordingly. It is expected there will be an immediate influx of applications for modifications or for new facilities, fitting into the pattern made possible by the Mexican and Cuban allocations.

Whereas some difficulty originally had been anticipated in the manufacture of new transmitter and monitor crystals ground to the frequencies to which stations must shift, reports to the FCC indicate that a minimum of trouble is being encountered. Consulting engineers also have reported progress in revising directional antenna patterns and in otherwise altering equipment, in accord with the new assignments. Few important revisions from the allocation lists finally approved at the January sessions are indicated, according to information available here.

At the engineering symposium at the Fourth Annual Broadcast Engineering Conference in Columbus Feb. 10-21, which was attended by FCC Assistant Chief Engineer A. D. Ring, a number of procedural alterations were suggested and encouraged in the new notice to broadcast licensees. The notice follows in full text:

Supplementing the Commission's release No. 47182 concerning the North American Regional Broadcasting Agreement, all standard broadcast stations are permitted to test between 12 midnight and 7 a.m., local standard time, provided the operation between 12 midnight and 1 a.m. is restricted to unmodulated carrier only and precautions are taken to avoid interference to stations maintaining a regular schedule during the period from 12 midnight to 1 a.m. local standard time.

It is hoped that all broadcast licensees will cooperate in enabling adjustments to be made properly on the new frequencies. In cases where interference may be caused to regular operation, but program schedule has no particular or unusual significance, it is requested that such licensees cooperate in making the testing possible.

All testing should be done on a dummy antenna when feasible. Where no dummy antenna is available, the low power stages should be tuned completely before the last power stage is tuned.

It has been suggested that stations on local channels could check their frequency by observing the heterodyne note between their station and other stations on the channels at the outskirts of the service area. If it is found that the heterodyne note is in the order of a few cycles with the majority of the signals on the channels, it is reasonable to believe that the station is within the required tolerance of the assigned frequency. This method of checking should be used only for preliminary checking.

The monitoring schedule from March 10 to 15 has been cancelled. Monitoring schedule for the month of April should be observed at the same time as now scheduled.

Any broadcast licensee experiencing any particular difficulty which the Commission may be able to assist in resolving should advise the Commission of the facts promptly.

WEVD Gets Boost

AN INCREASE in power from 1,000 to 5,000 watts on 1300 kc. was granted WEVD, New York, by the FCC at its meeting last Tuesday. The station, which shares time, was authorized to move its transmitter 1,000 feet and to install new equipment and a directional antenna.

in the CONTROL ROOM

H. V. MICHENER, Los Angeles manager of Western Electric Co., recently was appointed general manager of Pacific Coast operations with offices in San Francisco.

CAPTAIN CLAUDE SNIDER, former engineer-in-charge of CKX, Brandon, Man., is now "somewhere in England" with the Royal Canadian Artillery.

HERMAN GOLDSTINE, of the WNBC, New Britain, Conn., engineering staff, and Rebecca Loitzker, of the office staff, have announced their engagement.

JOE L. STEWART, formerly chief engineer of WMOG, Brunswick, Ga., and WFOY, St. Augustine, Fla., has been named chief engineer of WFTL, Fort Lauderdale, Fla.

EDDIE W. SMITH is leaving WMSL, Decatur, Ala., to join WJBY, Gadsden, Ala.

BILL REID Jr., assistant chief engineer of WSAV, Savannah, Ga., and Sid Thomas and Roger Skelton, also of the WSAV engineering staff, have been called to active duty in the Naval Reserve. Bill Behnken and Edward Quarterman have been added to the staff by Chief Engineer Meredith E. Thompson.

LEE BLODGETT, engineer of WSUI, Iowa City, has joined the staff of WOOD-WASH, Grand Rapids, Mich.

IBEW in Chicago

AT THE REGULAR February meeting of the Chicago Associated Broadcast Technicians Unit of IBEW, International Representative Walter Reed of IBEW presented a new charter to the membership. Hereafter the Chicago local will be known as Local 1220 of the ABTU of IBEW. Membership includes 160 technicians in the Chicago area from WBBM WCFL WIND WJJD WHIP WJOB WWAE WHFC WGES WSBC WCBD WEDC.

Applicant for Regional

PRINCIPAL stockholders in the Yankee Broadcasting Co., applicant for a regional outlet in New York City with 1,000 watts on 610 kc., are Joseph B. Mariani, exporter and manufacturer of pharmaceutical products, advertising consultant and realtor, with 75%, and his wife, Ophelia, holding the remaining 25% [BROADCASTING, Feb. 17].

Over 600 Stations
Are Now Using
Transcriptions
Produced and Recorded
by
C. P. MacGregor
with
Processing and Pressings
by
RADIODISC
Allied
RECORD MFG. CO.
1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

GL-880

A *MIDGET* IN SIZE—A *GIANT* IN OUTPUT

Three-fifths actual size

FOR HIGH-POWER
FM
AND TELEVISION

To Get the Most from Your Tube Dollar Be Sure to Specify GL-880's

GL-880 is the largest of the G-E developed tubes for high-frequency (FM and television) services. Its background is more than 28 years of G-E tube experience.

GL-880's ingenious "folded" anode reduces internal lead lengths by 10 inches without sacrificing cooling surface. High efficiency is obtained even at high frequencies.

Dual grid leads for separation of excitation and neutralization minimize neutralizing problems.

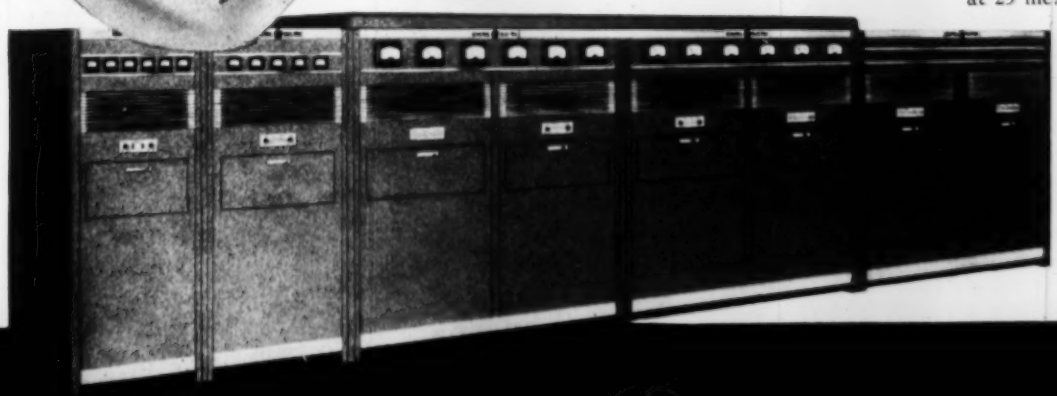
Easy to Drive

With only 1500 watts driving power at the grids, two GL-880's will deliver an easy 50 kw of FM at 50 mc.

Here's Real Versatility

Primarily for FM and Television, yes, but GL-880's have unusual efficiency at international and standard broadcast frequencies, and as modulators. A pair will give a 50-kw plate-modulated carrier at 25 mc!

Be sure to ask your nearby G-E representative for full information on the complete line of G-E transmitting tubes for all services. There are G-E offices in 80 principal cities. General Electric, Schenectady, New York.



G-E 50,000-watt FM broadcast transmitter

GENERAL ELECTRIC

KWKH
50,000 WATTS
SHREVEPORT, LA.
CBS

New Regulations In Army Pickups

Signal Corps to Cooperate in Providing Needed Facilities

FURTHER clarifying Army regulations covering broadcasts from military reservations [BROADCASTING, Feb. 17], the War Department has outlined cooperative functions of the Army Signal Corps in helping set up commercial broadcasts.

According to a memorandum issued recently to all Army posts, the War Department has authorized use of fixed Signal Corps communications systems in making broadcast pickups on the reservations, along with installation of temporary wireline extensions by Signal Corps personnel, utilizing Signal Corps material.

The memorandum also provides, where Signal Corps facilities are not adequate or Signal Corps personnel and material are not available, that the broadcaster may install temporary facilities, if installation and dismantling cause no expense to the Government and are done under supervision of the post commander.

Test of Regulations

The War Department memorandum stated:

"1. War Department authority is granted Commanding Officers of camps and stations to permit fixed Signal Corps communication systems to be used for radio broadcasting pickups when authorized broadcasts originate on military reservations.

"2. Where the terminal of the radio broadcasting pickup station is located at a point on the military reservation considerably remote from the nearest point of connection with the Signal Corps communications systems, or when, for other reasons, it is necessary to install wire facilities, such temporary installation will ordinarily be made by Signal Corps personnel, utilizing Signal Corps material.

"3. In cases where existing Signal Corps facilities are not available or are not suitable for use as radio broadcasting pickup circuits, and the post commander determines that Signal Corps personnel and material are not available for the establishment of temporary facilities, the temporary installation of commercial facilities is authorized, such installations and dismantling to be done in a manner satisfactory to, and under the supervision of, the post commander and at no expense to the Government."

Local for Tennessee

CLARKSVILLE, Tenn., acquired a new local outlet last Wednesday, when the FCC reconsidered a previous action and granted the application of William D. Hudson, mayor of the city, and his wife, Violet Hutton Hudson, for a new station on 1370 kc. with 250 watts unlimited time. Previously, the FCC had scheduled the case for hearing because of a competitive application. It granted a petition for reconsideration in taking the affirmative action.

State Directors Are Selected by NAB In Drive to Promote Radio Movin' Day

WITH preparations for *Radio Movin' Day*, March 29, shaping up swiftly the NAB on Feb. 19 announced appointment of a governors' proclamation committee with members in every State and U. S. territories. Members of the committee, appointed through the NAB board of directors, have been delegated to secure from the governors of their individual states an official proclamation designating March 29 as *Radio Movin' Day*.

Official proclamations by various governors, as well as mayors of cities, will form an important part of the industry-wide promotion designed to aid the listening public in relocating their favorite stations on their receiver dials. Apart from this campaign to help educate listeners to the advantages accruing from the North American reallocations, the NAB-sponsored *Movin' Day* promotion also is aimed at radio servicemen, who will handle the bulk of the receiver aligning and push-button setting resulting from the shifts.

Leaflets and Broadsides

Specific suggestions for promotions in individual cities and communities were advanced by the NAB in a large broadside distributed to all United States stations last week [BROADCASTING, Feb. 17]. In addition, the NAB also has available for purchase at low cost two-color leaflets to be used as door-to-door handbills or envelope stuffers.

According to Arthur Stringer, of NAB Washington headquarters, the first state-wide proclamations of *Radio Movin' Day* were assured by Governors Matthew M. Neely, of West Virginia; Homer M. Adkins, of Arkansas; Payne Ratner, of Kansas.

Huge Shortwave Station Is Being Erected at Rio

RCA MFG. Co. has announced that it is erecting one of the largest shortwave stations in the world for the Brazilian government at Rio de Janiero. The new 50,000-watt station will have eight antennas, two beamed on the United States, two on Europe, one on Asia, and three nondirectional antennas for South American coverage.

RCA will also furnish equipment for three large studios and several smaller ones. The station is to be turned over to the Brazilian Government in operating condition by January, 1942.

The studio and transmitting equipment is being designed and built in the Camden, Harrison, N. J., and Indianapolis factories of RCA. RCA engineers are scheduled to travel to Brazil to make the installation.

MORE POWER FOR US
MORE FOR YOU
5,000 WATTS FULL TIME
620 kc WSUN 620 kc
NBC BLUE
SINCE 1927 THE ESTABLISHED SERVICE FOR FLORIDA'S LARGEST, RICHEST MARKET
Now
The ONE station serving all of this "airea" with a fully "listenable" signal day and night!
WSUN
Business Office and Studios — Recreation Pier
ST. PETERSBURG, FLA. — LOUIS J. LINK, *Manager*
REPRESENTED BY
INTERNATIONAL RADIO SALES
NEW YORK CHICAGO SAN FRANCISCO

FETED at a luncheon was Kay Kyser, musical director of the NBC *College of Musical Knowledge*, sponsored by American Tobacco Co., when he returned to Hollywood. Fraternizing at the luncheon are (l to r) Lew Frost, assistant to Don E. Gilman, NBC western division vice-president; Kyser; Jack Runyon, newly appointed New York radio director of Ted Bates Inc.; John Swallow, NBC western program manager.

New Spring Sponsor

B. MANISCHEWITZ Co., Jersey City, starting its Passover holiday campaign on behalf of Manischewitz matzohs, is sponsoring one-minute spot announcements three times weekly on WDAF WHAT WHDH WORL WSBC WIND WMBC WCBM KMTR KQV KXOK WSAY. Company is also sponsoring weekly quarter-hour programs on WEVD and WHN, New York. About 15 more stations in larger cities will be added before April, according to A. B. Landau Inc., New York, the agency.

NASSOUR Bros., Los Angeles (toiletries), out of radio for some time, on Feb. 17 started sponsoring a twice-weekly quarter-hour program, *Erskin Johnson's Hollywood Gossip*, on KECA, that city. Contract is for 13 weeks. Agency is Milton Weinberg Adv. Co., Los Angeles.

INS

WCAE, Pittsburgh, is carrying 334 minutes of sponsored INS news weekly and has reservation for 45 minutes more to be presented commercially this month.

INTERNATIONAL NEWS SERVICE

Representatives

WAAT, Jersey City, has appointed the William Rambeau Co. as its national representative.

CKNC, New Carlisle, Que., and CKNB, Campbellton, N. B., have appointed All-Canada Radio Facilities Ltd., as exclusive representatives for Montreal, Toronto, Winnipeg and Vancouver.

CKMO, Vancouver, has appointed Radio Centre Ltd., Toronto, as exclusive representatives.

McCLUNG Radio Stations have established an office at 580 Market St., in San Francisco, to represent the four McClung operated stations, KVCV, KHSL, KMYC and KYOS. W. S. Grant, newspaper man on the Pacific Coast for the past 12 years is in charge. Telephone is Garfield 7700.

WCNW, Brooklyn, has appointed Associated Radio Sales as its national representative.

GEORGE A. KENNEDY has been transferred from the Montreal to the Toronto office of Elliott-Haynes, market research organization. He will be in charge of all statistical operations.

NEIL Le ROY, formerly with CJRC, Winnipeg, and CJRM, Regina, as sales executive and for some time in Eastern Canada, has joined Radio Representatives Ltd., at Toronto.

American Home Shift

AMERICAN HOME PRODUCTS Corp., Jersey City, after March 11 will present the quarter-hour programs *Easy Aces* (Anacin) and *Mr. Keen, Tracer of Lost Persons* (Bi-so-dol) as a simultaneous coast-to-coast broadcast 7-7:30 p.m. on NBC-Blue. Programs are currently heard on 38 Eastern Blue stations at that time with 11 Pacific Blue stations carrying the half-hour period five times weekly as a rebroadcast. Agency is Blackett-Sample-Hummert, New York.

STOVIN ORGANIZES TORONTO BUSINESS

A NEW station representative organization has been formed in Canada by Horace N. Stovin, previously operating his own representative company in Toronto, and C. W. Wright, formerly manager of the Toronto office of Joseph Hershey McGillvra. New firm, as yet unnamed, will act for the stations formerly handled by Stovin alone as well as for most of the Canadian list of the McGillvra company, which is withdrawing from Canada, although it will continue to represent these stations in the United States.

The Stovin-Wright organization, which took over Feb. 15, represents 16 stations, making it the second largest representative in the Dominion. Offices are located in the Victory Bldg., Toronto, with branches in Montreal and Winnipeg. In general, personnel of the existing McGillvra organization will be retained under the new setup. Lovell Mickles, formerly of the McGillvra office in Montreal and more recently with the Stovin firm, will manage the Montreal branch of Stovin-Wright.

Before opening his own representative company last October, Mr. Stovin was supervisor of station relations for the Canadian Broadcasting Corp. The Stovin-Wright list includes: CKY, Winnipeg; CKX, Brandon; CFAR, Flin Flon, and CKRN, Rouyn, formerly handled by Stovin, and from the McGillvra list: CHSJ, St. John; CKCW, Moncton; CJBR, Rimouski; CHGB, Ste. Ane de la Pocatiere; CKCO, Ottawa; CFLC, Prescott; CKAC, Montreal; CKLW, Windsor; CKCL, Toronto; CFPL, London; CFOS, Owen Sound; CJOR, Vancouver.

EDGAR R. WILDE, formerly Chicago manager of the Tom Fizdale publicity concern, has been appointed advertising manager of the Phillips-Jones Corp., New York, maker of Van Heusen men's wear.

WTCN 5000 Watts Day 1000 Watts Night NBC

MINNEAPOLIS - ST. PAUL'S best buy!

FREE & PETERS, Inc., National Representatives

TIDALWAVE (Ky.) WON'T SWAMP YOU WITH SALES!

It sorta stands to reason: Towns which ain't long on legal tender—like Tidalwave, Tinker and Tub (Ky.)—ain't exactly the places to look for big business! That's why WAVE bases its rates entirely on the rich, responsive Louisville Trading Area—where defense activities have boosted the normal *weekly* payroll of approximately $2,000,000 to more than $3,000,000! Want a share of this wealth? WAVE, alone, can help you get it, at a cost that's surprisingly low. Why not look us up, *now*, in "Radio Rates"?

LOUISVILLE'S WAVE

5000 WATTS 940 K. C. N. B. C.

FREE & PETERS, INC., NAT'L REPRESENTATIVES

CLASS AT COLLEGE
KSFO Staff Takes Charge Of Radio Course

KSFO, San Francisco, in cooperation with the San Francisco State College speech department, has inaugurated a three-unit course in radio production with lectures by the station's executives, technicians and announcers.

Classes are held three times weekly, Monday and Wednesday on the college campus and Fridays at the KFSO studios. By bringing students to the station, where members of the KSFO staff lecture, they gain a better insight into actual radio operation. The class is limited to 35 students.

New WWNY's Plans

ANNOUNCEMENT of a tentative March 31 starting date has been made by the new WWNY, Watertown, N. Y., daytime local granted last July 15 to the Brockway Co., headed by Harold B. Johnson, publisher of the *Watertown Daily Times*. Under the treaty reallocations, effective that day, WWNY will operate with 500 watts on 1300 kc. Chief engineer will be Paul H. Lee. Complete personnel for the station has not yet been chosen. Transmitter, located on Holcomb St. at the city line, will be RCA-equipped throughout and a 205-foot Lehigh tower has been erected. Studios are to be in the Woodruff Hotel.

AT THE CROSSROADS OF THE EMPIRE STATE

Central New York's Popular NBC Station

570 on the Dial

WKNE KEENE, N. H.

WTRY TROY, N. Y.

WSYR
SYRACUSE, N. Y.

An H. C. Wilder Station Represented by Raymer

AGENCY Appointments

NATIONAL BISCUIT Co., New York, to Federal Adv. Agency, New York, for Cubs, a whole wheat cereal. Company is using radio for other products, and has in the past tested limited radio markets for Cubs.

MICKELBERRY'S FOOD PRODUCTS Co., Chicago, to L. W. Ramsey Co., Chicago. Radio may be used

SUPERIOR FELT & BEDDING Co., Chicago (Englander beds), to The Biow Co., N. Y.

MOORE & Co., New York, to Frank Best & Co., New York, for Ancora and Bon Vivant soups. No immediate radio plans have been made, but spot announcements will eventually be used.

WOL, Washington, to Henry J. Kaufman, Adv., Washington. Schedules in trade publications and local newspapers planned.

MINOT FOOD PACKERS, Hammonton, N. J. (cranberry sauce, etc.), to Carter-Thomson Co., Philadelphia. Radio may be used.

COAST FISHING Co., Wilmington, Cal., to Lynn Baker Co., New York, for its Puss 'n Boots prepared cat food. No radio planned as yet.

WEBSTER-EISENLOHR, New York, to Roberts & Reimers Inc., New York, for Smokers, a five-cent cigar with Havana filler. Company is using spot announcements on WHN and WINS, New York.

WOR Pug Backers

MEMBERS of the staff of WOR, New York, seem to have gone into the fight racket in a big way following releases to the effect that two heavyweight boxers will be purchased by two groups from the station to battle under cooperative ownership. First group is headed by Anne Honeycutt, WOR executive producer, and Henry Morgan, conductor of the WOR *Here's Morgan* program, along with Lucius Beebe, Wolcott Gibbs and John Lardner. Second group consists of Dave Driscoll, WOR director of news and special features; Jerry Danzig, WOR publicity director; Commentators Pegeen and Ed Fitzgerald, and Al Helfer, WOR sports commentator. The second group plans to seek a match with the Honeycutt-Morgan fighter, who will be named, whoever he may be, W. W. Kroobisch, after a mythical character already famous on Morgan's program.

Drake's Cake Spots

DRAKE BAKERIES Co., New York, has started its spring campaign for Drake's Cakes with transcribed one-minute programs on WOR, New York; WTIC, Hartford; WORC, Worcester; WJAR, Providence; and WNAC, Boston. Transcriptions feature "Ducky Drake" and his musical cake counter, songs by Rene Terry, and imitation duck noises by Bradley Barker with Dan Seymour announcing. Young & Rubicam, New York, is agency.

PLAY NO FAVORITES
St. Louis Sports Announcers Neatly Scrambled

WHO works for which in St. Louis is a perfectly legitimate question in view of the following facts "written, checked and verified by Bruce Barrington," publicity director of KXOK:

To start with, Frances Laux, chief announcer of KMOX, the CBS outlet, will do play-by-play baseball on KXOK, the Star-Times radio station and NBC-Blue station. "Gabby" Street, former big league manager, will also do play by play for KXOK, but this does not prevent him from appearing on KSD, the *Post-Dispatch* radio station, KMOX, and WIL and WEW. Cy Casper, a regular KXOK sports announcer left KMOX to join KXOK, but now he appears regularly on KMOX, as well as on KXOK. J. Roy Stockton and Jim Gould, *Post-Dispatch* sports writers also work on KMOX, while Maurice Shevlin, sports editor of the *Globe-Democrat* has appeared on the *Star-Times* radio station KXOX.

If this is not confusing enough, Street has also appeared on 13 local stations in Missouri and Illinois, all within St. Louis listening areas. The answer to the mystery is that Hyde Park, local brewery, sponsor the sport shows on four St. Louis stations and utilizes the sports writers on the broadcasts.

Skelly on Barn Dances

SKELLY OIL Co., Kansas City (Skelgas) on Feb. 22 started a weekly half-hour *Iowa Barn Dance Frolic* on WHO, Des Moines. Contract is for 13 weeks. On same date firm started a weekly half-hour program on *WLS National Barn Dance*. Agency is Henri, Hurst & McDonald, Chicago.

AVAILABLE FOR SPONSORSHIP

"The Classical Album"

THE WORLD'S MASTERWORKS OF MUSIC

EVERY WEEKDAY EVENING

AT NINE O'CLOCK

WMEX
BOSTON

5000 WATTS FULL TIME

Tobacco's Road

(*Continued from page 13*)

Wings of Destiny, a stirring dramatic program on which B & W makes its only premium offer—a Piper Cub airplane given away each week through a promotional tie-up with the Piper Aircraft Corp.

But even this does not complete the B & W program list, for the company sponsors Paul Sullivan's news review on CBS, as well as numerous spots, ranging from one-minute announcements and station breaks to two and one-half hour programs. Although the Seeds agency attempts to plug as many B & W products on the networks as possible, Mr. Keyes says that spots have played an important part in stimulating sales in specific territories. This combination, spot and network campaign, apparently has proved highly successful if B & W sales during the past decade serve as a criterion of the effectiveness of the company's radio campaign.

Several fundamental principles have motivated B & W and Russel M. Seeds Co. officials in mapping and constantly enlarging this radio program. As outlined by the agency, these principles of program-building merit thoughtful scrutiny.

Effective Copy

"First," says Harry Maus, copy chief of the agency, "we have employed effective copy. Since more than 50% of the citizens of the United States did not finish high school, we always use language in our commercials that everyone can understand." "We have made it a point," he explains further, "to find a strong story in connection with each product that we represent. But even this is not enough if not coupled with a sincere, authoritative courteous and enthusiastic delivery by the announcer."

Listed as second in B & W campaign principles is alertness in time buying. Further, the agency asserts, most of the B & W programs have been built with appeal for the "man on Main Street" rather than Park Avenue. And although these programs could have become sure-hits, by starting them off with big, established names to attract an audience quickly, Radio Director Tom Wallace says that in the B & W radio campaigns, "We have preferred to do it the hard way by supporting good solid, proved talent with comparative unknowns, many of whom have been built to stardom."

Thus has the Brown & Williamson Tobacco Corp. attained a top-flight ranking in the tobacco industry by constructing solid radio campaigns on a sturdy foundation.

Dunhill Test

PHILIP MORRIS & Co., New York, is sponsoring as a test for Dunhill cigarettes, three quarter-hour late evening news periods weekly, on WEAF, New York. Series, which started Feb. 20, was placed through Biow Co., New York, the agency in charge.

AUCTION, and a real one, too, finds the studio audience of WIP, Philadelphia, bidding on products supplied by sponsors participating in the *Air Auction* program. Highest bidders must go to the sponsor's store for the article successfully bought, using a card supplied at the auction. Here Walt Newton is knocking down an article.

Compton Changes

APPOINTMENT of Storrs Haynes as manager of new programs, succeeding Mary Louise Anglin, resigned, has been announced by Compton Adv., New York. Isabel Olmstead becomes head of radio publicity, succeeding Fred Gropper, drafted; John Cole, copywriter, becomes a copy supervisor; George Brengel, former assistant manager of WSOC, Charlotte, N. C., and John Houseknecht of the NBC sound effects department have joined the agency as assistants in the program division.

John W. Nicholson

JOHN WILLIAM NICHOLSON, 40, well-known in West Coast radio, died suddenly in San Diego, Cal., Feb. 14 from a heart attack. Mr. Nicholson headed the West Coast radio department of General Foods Sales Co., Los Angeles, until it was abolished. He had been transferred to the San Diego sales division a short time ago. His widow, Mrs. Elizabeth Jane Nicholson, survives.

Pacific Ad Club Plans

ANNUAL convention of the Pacific Advertising Clubs Assn., scheduled to be held in the Santa Barbara (Cal.) Biltmore Hotel this year, is being planned along lines different from former conclaves, according to President Don Belding, who is also Los Angeles vice-president of Lord & Thomas. Departmental meetings will be eliminated. Instead, each medium will be given 75 minutes to present its story to the general session. Donald W. Thornburgh, CBS Pacific Coast vice-president, has been appointed chairman of the radio division, with Niles Trammell, NBC president, announced as speaker for that medium.

Get on WJHP's new highway to Jacksonville's buyways!
NBC BLUE
WJHP
JACKSONVILLE FLORIDA
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

Agencies

KIRBY KATZ, former copywriter in the radio department of Benton & Bowles, New York, has joined H. W. Kaster & Sons, Chicago.

J. C. CORNELIUS, BBDO vice-president in charge of the Minneapolis office, has been named vice-president in charge of the agency's western offices in Chicago, Minneapolis, San Francisco, and Hollywood. He will continue to make his headquarters in Minneapolis.

MILTON I. JURIN has been appointed timebuyer of Franklin Bruck Adv. Corp., New York.

H. W. KASTOR & SONS ADV. Co., recently opened offices in San Francisco, under the general supervision of David McCosker, West Coast manager.

ARTHUR HOLLAND, owner and account executive of Malcolm-Howard Advertising Agency, Chicago, is in the Illinois Central Hospital, Chicago, where he underwent an emergency appendectomy.

PETER FINNEY, for the last two years in charge of sales promotion with *Reader's Digest*, Pleasantville, N. Y., has joined the copy staff of Leo Burnett Co. Inc., Chicago. F. Strother Cary, formerly of the contact and service department of the agency, has been transferred to the copy department.

BURTON G. FELDMAN & Assoc., Chicago, on Feb. 1 formed a publicity department conducted by three former newspaper men, James L. McGuinn, who has charge of the department, Austin O'Malley and William Fitzgerald.

CHET PETERSON Adv., Los Angeles, recently established, has been discontinued.

R. L. RUST and Howard Esary, formerly associated with Allied Adv. Agencies, Los Angeles, have re-joined the firm as account executives. Jack Gregory, junior member, has resigned to join the Army.

Agency Song Gratis

STEELE ADV. Agency, Houston, Tex., owner of the song and performance rights, on Feb. 12 authorized free performance of "Admiration's Happiness Melody", theme song of a Steele advertising campaign for Admiration Coffee. The song was written and copyrighted by Milton Page and Jean Elvins, from whom the agency purchased it, and will not be placed on the market for profit, according to the agency. The only specified restriction on performance is the requirement that performance include an introduction of the song by its full title.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

WHEELING
A Fort Industry Market

FIGURE IT OUT!

If you were to slip into the parlors, boudoirs and kitchens of 523,310 homes in Eastern Ohio, Western Pennsylvania and Northern West Virginia, the thriving Steel and Coal Belt of the Nation, and deliver a forceful sales message on your product do you realize that at 15 minutes per stop it would take you 45 years working 8 hours a day, 7 days a week to complete the job? At the minimum Wagner Law wage of 30c per hour the cost would be $39,248.10!

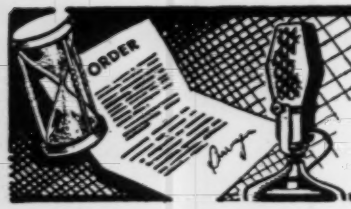
Compare this cost and exertion to the simplicity of the possibility of reaching these very same homes through WWVA at the basic daytime 15-minute rate of $42.00. And in addition you must include the force of 1½ million more homes in WWVA's secondary area!

That's Sales Economy, PLUS!!

— C. B. S. —

BLAIR Represents Us

A FORT INDUSTRY STATION
5,000 WATTS
WWVA
WHEELING, W. VA.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KYW, Philadelphia

Barbasol Co., Indianapolis (shaving cream), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

Beaumont Labs., St. Louis (4-Way Cold Tablets), 10 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Kemp & Lane, Leroy, N. Y. (proprietary), 10 *sa* weekly, thru F. A. Hughes & Co., Rochester.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 5 *sa* weekly, thru Ward Wheelock Co., Philadelphia.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Top Hat cigarettes), 13 *sa*, thru Wm. Esty & Co., N. Y.

WIRE, Indianapolis

Quaker Oats Co., Chicago, 5 *t* weekly, thru Ruthrauff & Ryan, Chicago.

Kroger Grocery & Baking Co., Cincinnati, 6 *sp* weekly, thru Ralph H. Jones Co., Cincinnati.

Kemco Products, Indianapolis (soup), *sa* series, thru Caldwell-Baker, Indianapolis.

Richman Bros., Cleveland (clothing), 6 *sp* weekly, thru McCann-Erickson, Cleveland.

WELI, New Haven

Wm. Wrigley Jr. Co., Chicago, weekly *sp*, thru Arthur Meyerhoff Co., Chicago.

Southern New England Telephone Co., New Haven, 7 *sa* weekly, thru BBDO, Boston.

KNX, Hollywood

Beech-Nut Packing Co., Canajoharie, N. Y. (confectionery, gum), 4 *ta* weekly, thru Newell-Emmett Co., N. Y.

A. S. Boyle Co., Los Angeles (Antrol, Snarol, and household cleaner), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.

Rockwood & Co., Brooklyn (Pecan feast), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.

Wilmington Transportation Co., Avalon, Santa Catalina Island, Cal. (resort), 12 *sa*, thru Arthur Meyerhoff & Co.

W. A. Sheaffer Pen Co., Fort Madison, Ia. (pens, pencils), 4 *sa* weekly, thru Russel M. Seeds Co., Chicago.

Dwight-Edwards Co., San Francisco (Nob Hill coffee), 14 *sa* weekly, thru McCann-Erickson, San Francisco.

WFHR, Wisconsin Rapids

Coca Cola Bottling Co., Atlanta, 5 *t* and 30 *ta* weekly, thru D'Arcy Adv. Co., New Orleans.

Gospel Broadcasters, Los Angeles, *t* weekly, thru R. H. Alber Co., Los Angeles.

Nash Coffee Co., Minneapolis, 5 *ta* weekly, direct.

Good & Reese Nursery Co., Springfield, O., 6 *sp* weekly, thru Leo Boulette Agency, Springfield.

WROK, Rockford, Ill.

Omar Inc., Omaha (flour), weekly *t*, thru Hays MacFarland & Co., Chicago.

Reid, Murdoch & Co., Chicago, 26 *sa*, thru Rogers & Smith, Chicago.

Pioneer Hi-Bred Corn Co., Des Moines (seed), 26 *sa*, thru R. J. Potts & Co., Kansas City.

Corn Belt Hatcheries, Joliet, Ill., 26 *sa*, thru E. H. Brown Adv. Agency, Chicago.

"I'm the WSAI Winged Plug . . . and how I do love the Song of the Sales! When my time sponsors hear me ring the cash register . . . they pat me . . . feed me sugar . . . use me again and again. Would that be why 77.7% of them are currently on 'renewals?'"

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

KOA, Denver

North American Accident Insurance Co., Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Beechnut Packing Co., Canajoharie, N. Y., (gum), 6 *sa* weekly, thru Newell-Emmett Co., N. Y.

Faultless Starch Co., Kansas City, 12 *ta* weekly, thru Ferry-Hanly Co., Kansas City.

Piso Co., Warren, Pa. (cough syrup), 5 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

White Labs., Newark (Chooz), 4 *sa* weekly, thru William Esty & Co., N. Y.

Olson Rug Co., Chicago (rugs), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Rocky Mountain Bean Dealers Assn., Trinadad, Cal. (beans), 2 *sa* weekly, thru Ball & Davidson, Denver.

Vick Chemical Co., Greensboro, N. C. (Vick's Inhaler), 7 *sa* weekly, thru Morse International, N. Y.

Red Dot Oil Co., Denver (tires), 4 *sa* weekly, thru Ted Levy Adv. Agency, Denver.

WINS, New York

Commerce Insurance Agency, New York, 6 *sp* weekly, 13 weeks, thru Lew King Agency, N. Y.

Morris Plan Industrial Bank, New York, 6 *sa* weekly, 10 weeks, thru Gotham Adv. Agency, N. Y.

Adam Hat Stores, New York, 28 *sa*, 9 days, direct.

Chas. Marchand Co., New York (hair wash), 70 *sa* weekly, 52 weeks, thru M. H. Hackett, N. Y.

Pepsi-Cola Co., Long Island City (soft drink), 15 *t* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.

PM Newspaper, New York, 210 *sa*, 2 weeks, thru Compton Adv., N. Y.

Kemp & Lane, LeRoy, N. Y. (Orangeine), 7 *sa* weekly, 52 weeks, thru F. A. Hughes Co., Rochester.

Brain & Brawn, New York (magazine), weekly *sp*, 13 weeks, direct.

Strickler's, New York (women's clothes), 24 *sa* weekly, 13 weeks, thru Golde Adv. Co., N. Y.

CKCL, Toronto

Scarf & Co., Brantford, Ont. (paint), 3 *t* weekly, direct.

Dr. Ballard's Animal Food Products, Toronto, 2 *sp* weekly, thru Tandy Adv. Agency, Toronto.

Lavoline Co., Toronto (cleanser), 4 *sa* weekly, thru F. H. Hayhurst Co., Toronto.

Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Fellows Medical Mfg. Co., New York, 18 *sa* weekly, thru A. J. Denne & Co., Toronto.

F. H. Wehrley & Associates, Toronto (proprietary), 18 *sa* weekly, direct.

WGY, Schenectady, N. Y.

P. Lorillard Co., New York (Union Leader tobacco), 6 *sp* weekly, 13 weeks, thru Lennen & Mitchell, N. Y.

Reid, Murdoch & Co., Chicago (Monarch foods), 6 *sa* weekly, thru Rogers & Smith, Chicago.

Knox Gelatine Co., Johnstown, N. Y., weekly *sp*, 13 weeks, thru Leighton & Nelson, Schenectady.

Lever Bros., Cambridge, Mass. (Spry), 5 *sp* weekly, thru Ruthrauff & Ryan, N. Y.

Swift & Co., Chicago (Sunbrite cleanser), 3 *sa* weekly, 6 weeks, thru Stack-Goble Adv. Agency, Chicago.

KFI, Los Angeles

Vick Chemical Co., Greensboro, N. C. (Vicks Inhaler), 5 *sa* weekly, thru Morse International, N. Y.

Trimount Clothing Co., New York, 5 *ta* weekly, thru Emil Mogul Co., N. Y.

Chemicals Inc., San Francisco (Vano), 5 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Philco Radio & Television Corp., Philadelphia (radios), 3 *t* weekly, thru Hutchins Adv. Co., Rochester.

KHJ, Los Angeles

Lydia E. Pinkham Medicine Co., Lynn, Mass., 10 *ta* weekly, thru Erwin Wasey & Co., N. Y.

White Labs., New York (Chooz), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

KDKA, Pittsburgh

Dairy Assn. Co., Lyndonville, Vt. (Kow Kare), 6 *sa* weekly, thru Hays Adv. Agency, Burlington, Vt.

Bristol-Myers Co., New York (Sal Hepatica), 3 *sp* weekly, 6 *sa* weekly, thru Young & Rubicam, N. Y.

Pittsburgh Coal Co., Pittsburgh, 4 *sa* weekly, thru Walker & Downing, Pittsburgh.

Ward Baking Co., New York, 57 *sa*, thru Sherman K. Ellis & Co., N. Y.

W. L. Knowles, Springfield, Mass. (Rubine), 28 *sa*, thru Chas. W. Hoyt Co., N. Y.

Pillsbury Flour Mills Co., Minneapolis, 104 *sa*, thru Hutchinson Adv. Co., Minneapolis.

Martin Gillett Co., Baltimore (tea), 116 *sa*, thru Wm. A. Schautz Inc., N. Y.

Wilson & Co., Chicago (Ideal dog food), daily *sa*, thru U. S. Adv. Co., Chicago.

Peter Paul Inc., Naugatuck, Conn. (Mounds), 4 *sa* weekly, thru Platt-Forbes, N. Y.

Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 3 *sp* weekly, thru Rogers & Smith, Chicago.

Beechnut Packing Co., New York (chewing gum), 11 *sa* weekly, thru Newell-Emmett Co., N. Y.

Lever Bros. Co., Cambridge, Mass. (Silver Dust), 4 *sa* weekly, thru BBDO, N. Y.

International Harvester Co., Chicago (tractors), daily *sa*, thru Aubrey, Moore & Wallace, Chicago.

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 5 *sa* weekly, thru Morse International, N. Y.

Manhattan Soap Co., New York, 3 *sp* weekly, 5 *sa* weekly, thru Franklin Bruck Adv. Agency, N. Y.

Kemp & Lane, Leroy, N. Y. (Balsam), 5 *sa* weekly, thru F. A. Hughes & Co., Rochester.

Kellogg Sales Co., Battle Creek (All Bran), *sa* series, thru Kenyon & Eckhardt, N. Y.

Good Luck Food Co., Rochester (dessert), 13 *sp*, thru F. A. Hughes & Co., Rochester.

Olson Rug Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Quaker Oats Co., Chicago, 5 *sp* weekly, thru Ruthrauff & Ryan, Chicago.

Duquesne Brewing Co., Pittsburgh, weekly *sp*, thru Walker & Downing, Pittsburgh.

Beaumont Labs., St. Louis (4-Way tablets), 6 *sp*, 3 *sa* weekly, thru H. W. Kastor & Son, Chicago.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 100 *sa*, thru Raymond R. Morgan Co., Hollywood.

Cleveland Cooperative Stove Co., Cleveland, *sp* weekly, thru Lang, Fisher & Kirk, Cleveland.

Piso Co., Warren, Pa. (proprietary), 3 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

Colgate-Palmolive-Peet, Jersey City (Palmolive soap), 3 *sa* weekly, thru Ward Wheelock Co., Phila.

Lever Bros. Co., Cambridge (Silver Dust), 37 *sa*, thru BBDO, N. Y.

Clearfield Taxidermy Co., Clearfield, Pa. (furs), 10 *sp*, direct.

Household Magazine, Topeka, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

A. L. Siegel Co., New York (Klear-Vu bowl covers), 2 *sp* weekly, thru S. R. Leon Inc., N. Y.

Allcocks Mfg. Co., Ossining, N. Y., 4 *sa* weekly, thru Small & Seiffer, N. Y.

Packard Motor Co., Detroit, 5 *sa*, thru Young & Rubicam, N. Y.

Ralston Purina Co., St. Louis, 3 *sp* weekly, thru Gardner Adv. Co., St. Louis.

Cleveland Cleaner & Paste Co., Cleveland (wallpaper cleaner), 5 *sa* weekly, thru Campbell-Sanford Adv. Agency, Cleveland.

Walker Remedy Co., Waterloo, Ia. (poultry remedy), 26 *sa*, thru Weston-Barnett, Waterloo.

KFBB, Great Falls, Mont.

International Harvester Co., Chicago (Farmall tractors), 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.

Lydia E. Pinkham Medicine Co., Lynn, Mass., 3 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Chrysler Corp., Detroit, 20 *sa*, thru Lee Anderson Adv. Co., Detroit.

KXOK, St. Louis

Swift & Co., Chicago, *sa* series, 21 weeks, thru J. Walter Thompson Co., Chicago.

Sheaffer Pen Co., Fort Madison, Ia., *sa* series, direct.

Plough Inc., Memphis (proprietary), *sa* series, 52 weeks, thru Lake-Spiro-Shurman, Memphis.

WGN, Chicago

Fels & Co., Philadelphia (soap), 3 *sp* weekly, 13 weeks, thru S. E. Roberts Inc., Philadelphia.

Blue Moon Foods Inc., Thorpe, Wis. (food products), 3 *sa* weekly, 13 weeks, direct.

WJJD, Chicago

Blue Ribbon Books Inc., New York, 3 *sp* weekly, 13 weeks, thru Northwest Radio Adv. Co., Seattle.

Radio Advertisers

HORLICK'S MALTED MILK Corp., Racine, Wis. (Boost, chocolate-flavored malted milk powder), on March 3 starts a 26-week test campaign of three-weekly quarter-hour transcribed *Superman* programs on WGN, Chicago. Account is also using WLW, Cincinnati. Agency is Erwin, Wasey & Co., Chicago. [BROADCASTING Feb. 10 reported this show on WENR, Chicago.]

PEPSODENT Co. of Canada, Toronto, started on Feb. 14 *Le Theatre de Chez Nous* on CKAC, Montreal, as a test for a weekly half-hour show and plans to expand it later in the year. Account was placed by Lord & Thomas of Canada, Toronto.

BULOVA WATCH Co., Toronto, is using 34 Canadian stations in its 1941 campaign. Announcements are daily inserted for the Canadian War Saving Stamp and Certificate campaign. Account is handled by MacLaren Adv., Toronto.

WILLIAM STONE SONS, Ingersoll, Ont. (feed), has started weekly quarter-hour programs *George Wade & His Corn Huskers* on six Ontario stations. Account was placed by Ardiel Adv. Agency, Toronto.

FRUIT GROWERS' CO-OPERATIVE Assn., Sturgeon Bay, Wis. (canned cherries), on Jan. 31 started a 26-week schedule of thrice-weekly spot announcements on *Household Forum* on KSTP, Minneapolis. Agency is Paulson-Gerlach & Associates, Milwaukee.

REVEX PRODUCTS Co., Wilmington, Cal. (automotive products), to Allied Adv. Agencies, Los Angeles. On March 1 starts for 13 weeks five-weekly quarter-hour newscast on KFWB, Hollywood. Other radio planned as markets are established for Revex, a liquid solvent used in conjunction with motor tuning. R. L. Rust is agency account executive.

BLUE MOON FOODS Inc., Thorpe, Wis. (food products), placed direct, on Feb. 10 started for 13 weeks participation three times weekly in *June Baker's Home Management* program on WGN, Chicago. Great China Food Products, Chicago (chow-mein dinners), thru Martin A. Pokrass, Chicago, on Feb. 24 contracted for three weeks participation, using six weekly on the same program. Cleveland Cleaner & Paste Co., Cleveland (Wallvet), using daily participations in this program for four years, renews for eight weeks effective March 3, same program. Agency is Campbell-Sanford Adv. Co., Cleveland.

GOLDBERG CREDIT STORES, Chicago (men's and women's apparel), on March 3 starts six-weekly half-hour recorded programs on WGN, Chicago. Contract is for 52 weeks. Agency is George H. Hartman Co., Chicago.

JOHN PUHL PRODUCTS Co., Chicago (Fleecy White bleach), on March 10 increases its street interviews, featuring Don Norman, from three to five-weekly quarter-hour programs on WGN, Chicago. Agency is Cecil & Presbrey, Chicago.

THE *California Chinese Press*, America's only English language Chinese newspaper, published in San Francisco, has purchased a weekly period on KSAN, San Francisco, during the *Chinese Hour*, 10-11 p.m. nightly. Editor Charles Leong and his associates, Lim P. Lee and William Hoy, hold an editorial conference on highlights on Chinese news.

FIRST NATIONAL TRUST & Savings Bank, Santa Barbara, Cal., seasonal user of spot announcements, on a 52-week contract, started sponsoring in mid-February a six-weekly quarter-hour program, *First National News*, on KTMS, that city. Lou Kroeck is commentator, with Ken Peters, station program director, supplementing the news with reports from Washington. This is the first time the institution has included radio as a major advertising media.

ATLAS IMPORT & EXPORT Co., Philadelphia (wines), has started a radio campaign to cover the two key Pennsylvania markets for its Bon Ton and Fruit Bowl wines. A total of 50 live spot announcements will be used each month on WFIL, Philadelphia, and KQV, Pittsburgh. Agency is Philip Klein, Philadelphia.

ROMA WINE Co., Fresno, Cal. (wines), on Feb. 17 started six-weekly five-minute news periods and a weekly half-hour recorded program *Gay Nineties* on WCFL, Chicago. Firm, on Feb. 5, started a series of 312 spot announcements on WIND, Gary, Ind. Agency is Robert Kahn & Assoc., Chicago.

EDWARDS TABLETS, Chicago (proprietary), on Feb. 11 started a 52-week schedule of quarter-hour participation in *Suppertime Frolics* on WJJD, Chicago. Agency is United Adv. Companies Inc., Chicago. Sandra Motor Co., on Feb. 16 started a weekly quarter-hour program on WJJD for 13 weeks. Placed direct.

GARRETT & Co., Brooklyn (Virginia Dare wine), on Feb. 20 started a weekly quarter-hour dramatic series *Over the Wine Glass* featuring Heather Tweed on WCFL, Chicago. The 13-week series presents original plays based upon known facts in the romantic story of wine in America, setting the scene in historic early American places. Agency is Sterling Beeson Inc., Toledo.

HIRSCH CLOTHING Co., Chicago (men's and women's apparel), on Feb. 23 started a 52-week schedule of weekly half-hour *We Predict* forum shows on WGN, Chicago. During the broadcasts, experts in the world of sports, stage and national and foreign affairs make predictions about the trend of future events. Agency is Schwimmer & Scott, Chicago.

AURORA LABS., Chicago (Clear-Again Tablets), on Feb. 7 started a five-weekly quarter-hour news broadcast and six weekly quarter-hour participation programs in *Make Believe Danceland* on WCFL, Chicago. On the same date firm started 60 spot announcements weekly on WJJD, that city. Contracts run through March 31. Agency is Arthur Meyerhoff & Co., Chicago.

KASS CLOTHIERS, Chicago (men and women's apparel), on Jan. 31 started a 52-week schedule of thrice-weekly quarter-hour programs on WIND, Gary, Ind. Speedway Gasoline Corp., Chicago, on March 3 renews for 52 weeks its six-weekly quarter-hour programs on WIND. Both accounts were placed direct.

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

DAKOTA *Group*

KVOX FARGO MOORHEAD

KRMC JAMESTOWN

KDLR DEVILS LAKE

KLPM MINOT

KGCU BISMARCK MANDAN

KABR ABERDEEN

CAN YOU afford to PASS THIS "BUY"?

ONE MARKET . . . rich, comparatively unexploited. **ONE MEDIUM** . . . completely blanketing this vital market. Can you pass up a combination like this? The North Central States are the market. Here, in this well-defined market entity, there are over 4 million people with more than 2 billion dollars to spend. And here there is a prosperous balance between the nation's richest agricultural region and wealthy industrial areas.

The North Central Broadcasting System is the only medium which completely blankets this rich market. No other medium or combination of media can give you COVERAGE in this market as inexpensively and as effectively as does N.C.B.S. Through N.C.B.S. you can buy six local stations affiliated with the Mutual "Coast to Coast" Network for less than the cost of one 50,000 watt station—and get more intensive coverage, too!

HIGHLIGHTS OF N.C.B.S. SERVICE

1. Eleven local stations with outstanding local and national (M.B.S.) network programs.
2. Eight full time merchandising men servicing your advertising in 1,600 retail outlets every month.
3. H. B. I. (Housewives Bureau of Information). Housewives test all products advertised over N.C.B.S. Their testimonials are available for your advertising.
4. Weather and Road Condition Report—a public service feature which has the greatest audience of any radio program in the Northwest.
5. An official market report broadcast direct from South St. Paul (The second largest livestock market in the U. S.). Approximately 100,000 farmers depend upon this broadcast for current livestock reports. (Sponsored by P. Lorillard for Union Leader tobacco.)

MINNESOTA *Group*

WLOL MINNEAPOLIS ST. PAUL

WDSM DULUTH SUPERIOR

KATE AUSTIN ALBERT LEA

KWNO WINONA

KGDE FERGUS FALLS

KVOX FARGO MOORHEAD

NORTH CENTRAL BROADCASTING SYSTEM

COMMODORE HOTEL — *THE LARGEST MIDWEST REGIONAL NETWORK* — ST. PAUL, MINNESOTA

Studio Notes

WJJD, Chicago, on Feb. 24 started *Federal Food Reporter*, a series of broadcasts aimed at advising housewives and shoppers on the status of food prices, housing developments, clothing prices, and other vital information that occupies a prominent position in current defense activities. Program has been arranged by the U. S. Department of Agriculture Marketing Service, National Defense Advisory Commission, and more than 30 of the leading women's organizations in the Chicago area, and is directed by Lance G. Hooks, who was transferred to Chicago from San Antonio Market News Office for the purpose of presenting the consumer broadcasts.

KPO-KGO, San Francisco, presented a 30-minute review and dramatization of the last century in San Francisco Feb. 12. The occasion was a dinner of the Committee for Understanding of Free Enterprise of the National Assn. of Manufacturers. Honor guests were employes, executives, and companies which have given 35 or more years of service to the growth of San Francisco.

WIP, Philadelphia, will cover spring baseball training direct from the training camps, sending Stoney McLinn, its sports director, to Miami Beach Feb. 28 to report on the activities of the Phillies for the nightly sports period sponsored by Adam's Clothes, Philadelphia. Beginning March 5 and continuing for one month McLinn will send back to Philadelphia daily transcribed interviews with the players along with a wire report on the days of practice for the nightly program. In addition, station is arranging with a sport reporter to fulfill a similar assignment at the Athletics training camp in California.

UNUSUAL experiences of the U. S. postal services and strange events which have been found in the world's postal systems are dramatized weekly in a new series of *Postal Oddities* on WCFL, Chicago.

WCBS, Springfield, Ill., recently inaugurated *Youth Today & Tomorrow*, a weekly quarter-hour roundtable discussion in which various heads of city and county schools discuss current problems of youth and education.

A WEEKLY SERIES of debate broadcasts for the year between Kent College of Law, Chicago, and various midwestern universities has been inaugurated on WLS, Chicago. Debating teams from such universities as Chicago, Wisconsin, Northwestern, Marquette and DePauw will debate the Kent College students on various issues.

WFVA, Fredericksburg, Va., started a new program Feb. 19, *The Play of the Month*, broadcasting a dramatization of the best half-hour script submitted to the station for the month. Ronald Dawson is directing the new series.

WHB

Kansas City's Favorite Station

★

"Represented by Rambeau"

WM. G. RAMBEAU COMPANY

CHICAGO
360 No. Michigan
Andover 5566

NEW YORK
Chanin Building
Caledonia 5-4940

KANSAS CITY

PROSPECTS of advertising for 1941 were discussed by Don Gilman (standing), NBC western division vice-president, before the Seattle Junior Advertising and Sales Club. Guests of W. B. Stuht, of Totem Broadcasters, also was Sidney Dixon (second from left), NBC-Red western division sales manager. At right are Hugh Feltis, commercial manager of KOMO-KJR, and president of the senior advertising club, and Arthur Gerbel Jr., of Totem Broadcasters.

KTAR, Phoenix, furnished complete coverage of the 1941 World's Championship Rodeo Feb. 13 by broadcasting a description of the parade from a blimp cruising over the scene. Then, as a followup, Howard Pyle gave a description of the opening of the rodeo from the arena at the state fairgrounds.

KOY, Phoenix, eliminated the possibility of inadvertently picking up restricted ASCAP numbers during the World Championship Rodeo Parade Feb. 13 by writing out a prearranged script of the parade and dramatizing it from the studios as the parade passed by.

WNBC New Britain, Conn., has scheduled a series of programs devoted to the *Hartford Courant* newsboys. Once a week, under the supervision of Program Director Ralph Kanna, the paper carriers will conduct a program entirely of their own making.

WNAX, Yankton, S. D., as part of its contribution to National Boy Scout Week, conducted a quiz program with eight Boy Scouts competing against their fathers. Questions were on scouting and surprisingly enough, the fathers won the contest. Prizes, to further the irony, were pedometers contributed by General Mills, sponsors of *Jack Armstrong*.

A PLAQUE bearing station call letters and carved out of a solid piece of basswood has been presented to KWNO, Winona, Minn., by a listener.

COMMUNITY sings from its area are broadcast by KGNC, Amarillo, Tex., along with facts of interest about each locality. Towns are 50 to 100 miles away.

THE schedule of WMCA, New York, includes 20 news broadcasts a day, filling over five hours. Six of the programs are commentaries. The remainder are 15-minute periods. News announcers are Bob Carter, Alun Williams, Sam Brown, Bob Harris, Gene Morgan and Tom Hudson. Commentators are Johannes Steel, Burnet Hershey, Sydney Moseley, Genevieve Tabois, William E. Dodd Jr., Ban Gross, Bryce Oliver and Herbert Hadel.

The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS

1050 Kc.

WPTF, Raleigh, N. C., recently carried an exclusive broadcast of a special session of the North Carolina Legislature held at the U of North Carolina in honor of a South American educational group attending the university this winter. Members of both houses of the Legislature and the governor paraded to the campus and before the student body and Latin-American guests convened for a regular session. The Legislature noted a bill honoring the visiting students, who responded with a similar resolution memorializing the event and American hospitality. The latter resolution, introduced in Spanish, was translated on the program for listeners.

SPECIAL concert marking the golden anniversary of the American debut of Ignace Jan Paderewski was broadcast Feb. 22 on CBS, while the noted Polish pianist listened in from the studios of WJNO, CBS station in West Palm Beach. After the program, Paderewski received transcriptions of the concert of all-Polish music by the Columbia Concert Orchestra.

FARMER MEMBERS of outstanding discussion groups throughout the United States will express their views of the responsibilities of citizenship in a series of five programs to be heard on the NBC-Blue network *National Farm and Home Hour* program each Tuesday, beginning Feb. 25 at 11:30 a.m. (CST). The subject of the series is "Rural America Speaks on Citizenship." Secretary of Agriculture Claude R. Wickard and Dr. Ralph Barton Perry of Harvard U. also will speak on the initial program.

TO ASSURE listeners of complete and authentic reports on the weather, WCBS, Springfield, Ill., is presenting two daily five-minute broadcasts direct from the local weather bureau, announced by official meteorologists.

KGU, Honolulu is now taking the NBC-Red *Information Please* program on a three weeks delayed broadcast basis, presenting it for the Hawaiian Islands, which boast 10,000 radio sets, Mondays at 6:30 p.m. The American Tobacco Co. show is transcribed in San Francisco each Friday night and shipped to KGU for the rebroadcasts.

KOIN-KALE, Portland, Ore., on Feb. 11 covered one of the West Coast's first military blackouts, picking up reports from an Army observation plane flying over the city and from men stationed in a tower 180 feet above street level. Four remotes were carried in all, including two honoring Vancouver and one from Vancouver barracks. Directed by Henry M. Swartwood Jr., program manager, and Ted Cooke, production chief, the crew included Johnny Carpenter, Art Kirkham, Duncan Macleod, Marc Bowman and Tommy Decker.

WCPO, Cincinnati, claims a new record for commercial newscasting. All 17 consecutive daily newscasts, from 7 a.m. to 11 p.m., are now sponsored.

THE EYES HAVE IT

Pennsylvania Optometrists Use Radio Series

USE OR RADIO to "educate" listeners to the ethical standards of professional optometrists is being considered by optometric societies in Pennsylvania following success of a campaign on WCBA-WSAN, Allentown. The societies seek to curb the practice of price quotations on optometric services and round-about avoidance of legal requirements. Dental societies also are considering use of radio, it is understood.

The Lehigh Valley Optometric Society's campaign in Allentown also employed newspapers. Radio programs were prepared by Charles R. Petrie, of WCBA-WSAN. Cash prizes were included, to measure effectiveness of the series. Situations where good vision is important were dramatized.

WKRC, Cincinnati, has secured exclusive broadcast rights for the series of two college symphonic concerts to be played by the Cincinnati Symphony Orchestra under direction of Eugene Goosens, designed particularly for students of college level. The programs, heard Feb. 18 and March 11, are originated by WKRC for MBS. Syd Cornell, WKRC announcer and producer, is commentator on the programs.

WGL, Fort Wayne, Ind., is carrying play-by-play recreations of five late season Big Ten basketball games under sponsorship of the Lincoln National Bank & Trust Co. Hilliard Gates and Clarence Garnes, WOWO-WGL sportscasters, handle the games.

WFAA, Dallas, recently celebrated the ninth anniversary of *Mrs. Tucker's Smile Program* on that station. Program, heard five days weekly, features Mary Tucker, pianist, the Tucker Trio and Bill Webb, and is sponsored by Mrs. Tucker's Shortening and Meadolake Margarine.

WCCO, Minneapolis, has arranged so that listeners will not miss Virginia Safford's *Column of the Air*, broadcast each Saturday morning for Nash Coffee, while Miss Safford is vacationing through southern United States and Central America. Transcriptions will be sent back to WCCO from the various points of her trip.

WCKY, Cincinnati, is sending its studio plane to Osgood, Ind., where the Government is planning to clear a 60,000-acre tract to make room for an armament proving grounds. Interviews with old-time villagers and farmers in the doomed area will be transcribed and used as a part of WCKY's *Hot Coffee* program, an early morning show for farmers.

ENLIST!

For Defense Against Lagging Sales.

Recruiting these 50,000 watts for your sales campaign will give you dominant coverage of the rich Tri-State area of south Arkansas, east Texas and north Louisiana, one of the nation's richest and fastest growing markets.

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co

CBS

Shreveport Louisiana

WIS, Columbia, S. C., on Feb. 9 started *Highlights of the Week's News in Review*, Sunday quarter-hour news review, under sponsorship of Standard Building & Loan Assn.

KROD, El Paso, has started the half-hour weekly *7-Up Spelling Bee* under sponsorship of the local 7-Up Bottling Co. Contestants include teams from elementary grades of the city schools, competing for cash prizes of $5, $3 and $2. Other participants receive samples of the sponsor's product. Only children under 17 are eligible to participate. Ted Gates, KROD program director, is m.c. of the show.

CBS has announced that its new series of Sunday afternoon half-hour dramatizations, presented by The Free Company to counteract hostile propaganda in this country, is being short-waved to Latin America on WCAB, the network's international station. The programs, titled *Free Company Presents*, started Feb. 23 on about 100 CBS stations and are produced on the west coast by Irving Reis, and on the east coast by Norman Corwin. Burgess Meredith, actor, serves as narrator.

ARIZONA Network carried a heavy schedule of broadcasting from the annual Tucson Livestock Show Feb. 17-19. The broadcasts, released through KTUC, Tucson, to KOY, Phoenix, and KSUN, Lowell were handled by Ernest Douglas, editor of the *Arizona Farmer*, the network's affiliated farm paper. Twice daily at 1 and 5 p.m. programs were broadcast from the various exhibits.

WSB, Atlanta, has drawn listener response to its Sunday night *Chariot Wheels* program from 38 states. Broadcast for one-half hour at 10:30 p.m., negro spirituals by a selected chorus of 50 voices from various Atlanta negro churches are presented along with the reading of Biblical passages.

WHOM, Jersey City, as an innovation to its *All Night Show* has installed telephone extensions running into the studio so listeners requesting musical numbers can be heard by the listening audience. Program, heard nightly from midnight to 6:30 a.m., is handled by Windy Hogan and Frank Krueger.

WTAL Tallahassee, Fla., on March 5 plans to turn over its facilities to a staff composed entirely of college girls from Florida State College for Women. Staff appointments will be made by the faculty committee on radio in collaboration with Rachal Pitchford, publicity director of the college, Manager Bill Wyatt, and Program Director Mildred Williams.

Winslow to Glass Firm

RALPH WINSLOW, formerly assistant advertising manager of Armstrong Cork Co., Lancaster, Pa., has been appointed advertising and publicity director of Libbey-Owen-Ford Glass Co., Toledo, succeeding Carlton K. Matson, who has resigned to open his own public relations office. Libby-Owens sponsors *Design for Happiness*, half-hour Sunday program on CBS.

PLUGS FOR SHIFT
WMAZ Uses Many Tricks to Tip Treaty Change

PLANNING an all-out promotion in connection with its March 29 frequency switch from 1180 kc. to 940 kc., in keeping with Havana Treaty reallocations, WMAZ, Macon, Ga., has developed a series of transcribed dramatized announcements to be given a big play on the station's schedule. Using the numbers 9-4-0 as a theme, the skits cover an airplane skywriter smoking out the figures; a baseball game ending with 9 runs, 4 hits and no errors for the Macon Peaches; a football huddle with the quarterback calling Play 940; a crystal-gazer citing 940 as a lucky number.

Another typical continuity follows:

Announcer: Ladies and gentlemen, our scene is in the living room of a Georgia family. It is evening, and the date is March 29, 1941.

Husband (disgruntled): Confound this radio. I paid over a hundred dollars for this set and I can't get WMAZ. I know I've got the dial set right. It's 1180.

Wife: What's all this commotion about?

Husband: For the last 15 minutes I've been trying to tune in WMAZ and this doggone set must have gone haywire.

Wife: Are you sure you have the dial set right?

Husband: Yep, it's on 1180.

Wife: For goodness sake, honey, haven't you heard? WMAZ moved its frequency to 940.

Husband: Shucks—

Announcer: Don't let this happen to you. Remember, beginning March 29, WMAZ will be heard on your radio at 940 on your dial. Remember, tune 940 for WMAZ, starting March 29.

WIBW Night Boost

STARTING at sundown of Feb. 16, WIBW, Topeka, began operating with increased night power of 5,000 watts, recently authorized by the FCC. Formerly using 5,000 watts day and 1,000 night, the station now employs 5,000 watts fulltime. To protect eastern stations on the same frequency, 580 kc., a new 325-foot directional antenna has been erected. Construction and performance tests were under the supervision of Chief Engineer Karl Troeglen and General Manager Ben Ludy.

'Town Meeting' Renewed

FIVE-YEAR renewal contract for the continuance of *America's Town Meeting of the Air* Thursday evenings on NBC-Blue has been signed by Sidney M. Strotz, NBC vice-president in charge of programs, and George V. Denny Jr., president of Town Hall, New York. The program, was first broadcast May 30, 1935, and is currently on its first cross-country tour of six cities.

Fizdale Sues Sponsor

BREACH of contract suit for $91,500 has been brought against Air Conditioning Training Corp. by Tom Fizdale Inc., radio press agent, in New York Federal Court with trial scheduled for later this spring. Plaintiff claims that, according to terms of a two-year contract signed March, 1940 with Air Conditioning, full payment for publicity services rendered has not been made. A counterclaim also has been filed by Air Conditioning against Fizdale, claiming the agent has failed to secure the best publicity for its training course.

FIRESTONE SERVICE Co., Fargo, N. D., is sponsoring Fulton Lewis jr., MBS commentator, five times weekly on KVOX, Fargo.

STUDENTS LIKE RADIO
Business College Advertises on Air After Poll

BECAUSE students at the Herald College of Oakland (business college with branches in four Northern California cities) overwhelmingly voted radio as their preference in advertising media, KROW, Oakland, Cal., recently got a contract from the school for a tri-weekly program of recorded interviews.

The school directors were dubious about radio advertising. They issued a questionnaire regarding advertising media asking the students to mark their choice between newspapers, direct mail, radio, theatre slides, billboards, street-car and bus cards, and bulletins.

The RIGHT BACKGROUND for HIGH FIDELITY...

Studio by JOHNS-MANVILLE

WREC, MEMPHIS, TENN.
In control room and studios, correct reproduction of broadcasts is assured with a J-M Acoustical Treatment. *C. R. Jacobs, New York City, Studio Consultant.*

SINCE the early days of broadcasting, stations all over the country have been relying on Johns-Manville Acoustical Treatments for better broadcast quality.

Today, there is a J-M Method and Material for every radio sound-control use—materials with relatively flat absorption characteristics... others with absorption properties extended into the upper frequency range...still others specifically designed for low frequencies.

If you are planning a new studio or remodeling existing quarters, call on the J-M Acoustical Engineering Service. J-M Engineers will show you the lowest cost method of securing the right acoustical background . . . can help you design your studio for easy adaptation to frequency modulation. For details, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JM JOHNS-MANVILLE Sound-Control Materials and Acoustical-Engineering Service

5000 WATTS DIRECTIONAL

WBNX NEW YORK

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—

Metropolitan New York

WMUR Plans to Begin Operating During April

THE NEW WMUR, regional granted last fall for Manchester, N. H., will begin operation early in April, according to announcement last Tuesday by former Gov. Francis P. Murphy, of New Hampshire, president and treasurer.

The station will operate on 610 kc. with 5,000 watts local sunset and 1,000 watts night. Gov. Murphy has not yet announced staff appointments. The transmitter is an RCA 5,000-watt. A directional antenna system for day and night use, employing four 300-foot self-supporting towers, is being erected two miles north of Manchester. All equipment in the master control and studios is Western Electric.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

FIRST in U. S. A.

Here's the country's No. 1 station for a test campaign. If you're proving a new product or idea, start with WDRC. Get the three things that make a test click—coverage, programs, rate. WDRC, Hartford, 5,000 watts.

BASIC CBS FOR CONNECTICUT

Four FM Grants To Westinghouse

WROK, Rockford, Also Gets License for New Station

GRANTING four commercial FM stations to Westinghouse Radio Stations Inc. and one to the Rockford Broadcasters Inc. (WROK) in Rockford, Ill., the FCC last Wednesday brought the total number of authorizations for FM operation to 39.

Already holding a construction permit for W75P, Pittsburgh, FM adjunct of KDKA, Westinghouse was granted the other four in Boston (WBZ) to operate on 46.7 mc., covering 6,700 square miles and a 3,400,000 population; in Fort Wayne (WOWO-WGL) using 44.9 mc., covering 6,100 square miles and a 420,000 population; in Springfield, Mass. (WBZA) employing 48.1 mc., covering 2,500 square miles and a 500,000 population; in Philadelphia (KYW), the city's fourth grant, to operate with 45.7 mc., covering 9,300 square miles and a 4,500,000 population. The Rockford construction permit was for 47.1 mc., serving a 3,900 square miles area and a population of 270,000.

Two Set for Hearing

In addition the FCC designated for an April 7 joint hearing, the applications of Yankee Network and Worcester Telegram Publishing Co. (WTAG) to provide FM service to substantially identical areas from practically the same site in Worcester. The Yankee application requests facilities on 44.3 mc., covering 19,230 square miles; the newspaper, a station on 43.1 mc. to cover 20,437 square miles [BROADCASTING, Jan. 13]. Also designated for hearing at the Feb. 19 session of the Commission was the application of CBS for an FM outlet in Boston to operate on 44.1 mc., covering 16,230 square miles.

With receipt during the past week of a new application from Gibraltar Service Corp., Philadelphia, to use 46.1 mc. to cover an area of 9,318 square miles and a population of 3,998,402, the number of pending applications before the FCC stands at 52. Resubmitted were the applications of the News Syndicate Co., New York, to make equipment changes; Yankee Network, New York, to request 44.7 mc. instead of 46.7 mc., Echo Park Evangelistic Assn., Los Angeles (KFSG), to make equipment changes; and Metro-Goldwyn-Mayer Studios, Los Angeles, for 45.5 mc., covering 7,060 square miles and a 2,467,178 population.

Danger Signals

ENGINEERS of KSTP, St. Paul, have constructed a novel emergency device to give firm warning in case the station is thrown off the air due to technical failure. On the main studio panel is a clock, a green light and a loud bell. If mechanical failure should knock the station off the air, the cutting of the carrier wave stops the clock, trips a switch which in turn flashes the green light and rings the bell, loud enough to be heard throughout the studios and corridors. The stopped clock gives the exact time, to the second, the station went off.

FM Group Will Meet At Chicago March 25 To Discuss Net Plans

FM RESEARCH GROUP, organized last summer to investigate the possibilities of establishing a co-operative 45-city FM network, will hold a general meeting in Chicago March 25, it was announced Feb. 19 in New York following a preliminary meeting of the group's executive committee. John L. Latham, advertising agency radio executive engaged some months ago to survey the field and map plans for the projected network, reported his findings and recommendations to the committee but no details were divulged.

Members of the executive committee attending the session were John Shepard 3d, president of Yankee Network; Walter J. Damm, WTMJ, Milwaukee; Elzey Roberts, KXOK, St. Louis, KFRU, Columbia; Herbert L. Pettey, WHN, New York; W. J. Scripps, WWJ, Detroit; Gordon Gray, WSJS, Winston-Salem and Harry Stone, WSM, Nashville. Only absent member was William B. Way, KVOO, Tulsa.

The full group, made up of owners and executives of some 45 companies operating or planning to operate FM stations in major market cities, will receive the Latham report and plan further at the Chicago session.

'Bulletin' Asks FM

ENTRY of the *Philadelphia Evening Bulletin*, one of the country's foremost newspapers, into radio via the FM route is sought in an application filed last week by Gibraltar Service Corp., 100% subsidiary of the newspaper. The application seeks 46.1 mc., to cover 9,318 square miles, with a population of approximately 4,500,000. Richard W. Slocum, secretary and manager of the *Bulletin*, filed for the subsidiary, with Harold Vance, former broadcast sales engineer of RCA both in Chicago and Camden, as the consulting engineer.

Successful Executive

Wishes to Invest

Minimum of

$50,000 in Radio Station

A business executive with a background of wide experience in banking, industry and radio wishes to invest $50,000 minimum in a sound radio station and to participate in active management.

This should present a most attractive opportunity to a broadcaster seeking additional working capital, to a station executive desirous of retiring, or to an estate or family wishing to liquidate holdings.

Answers should be from principals only and must contain full details as to the station's history and present operations including power, audience, coverage and earnings.

Address: "J. H. H."
Post Office Box 26
Trinity Station, New York, N. Y.

REL

FM's PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC

Long Island City, N.Y.

TO SOLDIERS at Fort Dix, N. J., recently went these six Army truckloads of radio sets reconditioned by Radio Servicemen of America. Gathered at Fort Dix, in front of the Hostess House, are a group of servicemen from the metropolitan New York area participating in the presentation of the sets to Maj. General Clifford R. Powell. Prominent in the ceremonies were (l to r) J. R. Poppele, chief engineer of WOR, New York (hatless in center); George Duvall, national president of Radio Servicemen of America; Gen. Powell; Dave Driscoll, of WOR.

Magnetic Storms Block Reception

IONOSPHERIC STORMS, or disturbances in the magnetic field 200 miles above the earth, are the cause of poor radio transmission between North America and Europe, according to Dr. J. H. Dellinger, chief of the radio section of the National Bureau of Standards, Washington, speaking Feb. 15 at a symposium of geomagneticians at the American Philosophical Society in Philadelphia.

Despite the fact that signals ride 50 or 60 miles above the ocean, radio engineers have been puzzled for several years by the fact that transmission was so much poorer between Europe and North America than between Europe and South America or between the two Americas, Dr. Dellinger said. Dr. H. E. Halborg, research engineer of RCA Communications, also expounded the theory, blaming it all on an unusual susceptibility of this region to magnetic storms.

Prevalent in North

Outlining the results of experiments conducted in Washington over a period of five years, Dr. Dellinger presented measurements which support the theory that general magnetic storms are more prevalent closer to the north magnetic pole than the equator.

Over a three-year average the intensity of radio wave transmission was 25 times greater between South and North America than between Europe and North America, despite the fact that South America is 8,400 kilometers away from the United States and Europe only 5,000, he added. Dr. Dellinger pointed out that during ionospheric storms signals between North America and Europe are halted and messages must be routed through Buenos Aires to Europe.

TALE OF A CALL
WSAZ Decoded: 'Worst Station From A to Z'

NEW method of deciding what call letters stand for comes to light in a letter from Mike Layman, commercial manager of WSAZ, Huntington, W. Va. The letter as printed in the Huntington *Herald-Advertiser* follows:

Editor, *The Herald-Advertiser:*

"In an article published in your paper regarding WSAZ, you made the following comment: 'We have been asked frequently what the letters WSAZ mean or stand for. We know of nothing specific; we know only that they were assigned to us —etc.!'

"The call letters WSAZ stands for 'Worst station from A to Z.'

"The story behind it goes something like this: About 17 years ago a fellow by the name of Glen Chase applied to the Secretary of Commerce for a license to operate a small radio station in Pomeroy, O. In the application he stated that 'as he was making most of the equipment himself, it would probably be the worst station from A to Z' and asked that appropriate call letters be assigned. His request was promptly granted and the call letters WSAZ was given to him meaning—Worst station A-Z."

KBKR Additions

FRED PELGER, former commercial manager who on Nov. 1 became manager of KBKR, Baker, Ore., has announced the following personnel additions: Charles Harland, new to radio, announcer; Leslie Sterling, formerly of KGVO, Missoula, Mont., announcer; Jackie Womack, new to radio, program department and receptionist; Chris Buckmiller, new to radio, local sales and sports. R. B. Sutton remains as chief engineer and music librarian.

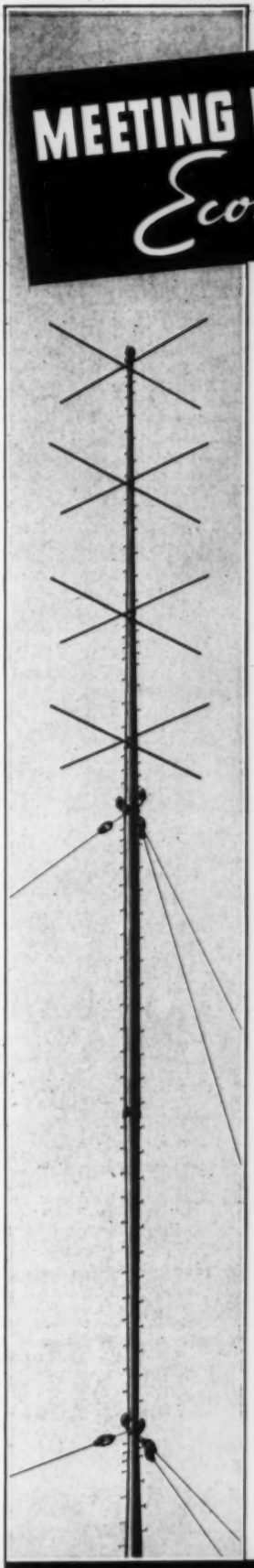
APPROVED CRYSTALS for the new frequencies

$25.00 each

HOLLISTER CRYSTAL COMPANY (H) WICHITA, KANSAS

Wire or phone c/o Hotel Lassen

MEETING MODERN NEEDS *Economically*



MONOTUBE VERTICAL RADIATORS

Plus F-M. High Gain Arrays

OFFER YOU THESE ADVANTAGES:

LONGER LIFE ✓ UNIFORM REACTANCE ✓ SIMPLE TO DISMANTLE AND MOVE ✓ GREATER STRENGTH WITH LESS WEIGHT ✓ 65 TO 100 FEET BETWEEN GUY LEVELS ✓ EASY DELIVERY AND ERECTION ✓ LOW MAINTENANCE COSTS ✓ THE IDEAL UNIFORM CROSS SECTION ✓ ✓

★ ★ ★

● All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

The **BASS CONSTRUCTION CO.** CLEVELAND, OHIO

DISTRIBUTORS AND ERECTORS

THE UNION METAL MFG. CO. CANTON OHIO

MANUFACTURERS

Network Accounts

All time EST unless otherwise indicated.

New Business

PIEL BROS., Brooklyn (beers), on March 12 starts *Boake Carter* on 10 MBS stations, adding 2 on June 11, Mon., Wed., Sat., 8:30-8:45 p.m., with some stations carrying only one or two broadcasts each week. Agency: Sherman K. Ellis & Co., N. Y.

LANCE Inc., Charlotte, N. C. (peanut products and candy), on March 3 starts *Morning Toastchee Time* for 52 weeks on 15 NBC-Blue stations, Mon., Tues., Wed., 7:45-8 a. m. Agency: Nachman-Rhodes Adv. Agency, Charlotte.

SEIBERLING RUBBER Co., Akron (rubber heels) on Feb. 17 started *Seiberling Easy Steppers* on 15 Texas State Network stations, Mon., Wed., Fri., 7:45 a.m. (CST). Agency: Meldrum & Fewsmith, Cleveland.

WOLFE'S NURSERY, Stephensville, Tex., on Feb. 19 started *Four Country Boys* on 15 Texas State Network stations, Mon. thru Sat., 7:15-7:30 a.m. (CST). Placed direct.

KNOX GELATINE Co., Johnstown, N. Y. (gelatin), on Feb. 18 started for 13 weeks, *Bob Garred Reporting*, on 3 CBS California stations (KNX, KARM, KSFO), Tues., Thurs., 7:50-8 p.m.; Sat., 7:45-8 p.m. Agency: Kenyon & Eckhardt, N. Y.

BRISTOL-MYERS Co., New York (Minit-Rub), on Feb. 17 started for 13 weeks *World Wide News*, with Franklin Bingman commentator, on 5 NBC-Pacific Red Stations (KPO, KGW, KOMO, KHQ, KDYL), Mon., Wed., Fri., 4:45-5 p.m. (PST). Agency: Young & Rubicam, N. Y.

The

HEART

of

NEW ENGLAND

Look at a map of New England. Notice the number of large cities within a few miles of Station WLAW . . . cities of 25,000 . . . 50,000 . . . yes, cities of over 100,000 population are reached with WLAW's new 5,000 watt power. Maybe that's why 25 leading national advertisers have "signed up" since December 1st.

WLAW

LAWRENCE, MASS.

C. B. S. Affiliate

National Representatives

THE KATZ AGENCY

Agency Transfers

VERNON CHURCHILL, formerly Pacific Northwest manager of McCann-Erickson, has been transferred to Minneapolis as associate manager of the agency's new offices there. Ralph B. Calkins, a San Francisco staff executive, will succeed him. Stanley McKee Thompson, who has been in the Los Angeles office of the agency since 1929, has been appointed account executive on the national Ford account and has left for Detroit where he will headquarter. Burt Cochran, recently an account supervisor in the New York office of Benton and Bowles, will return to the coast as co-manager of the Los Angeles office of the agency.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Feb. 14 renewed for 13 weeks *Information Please* on NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

ILLINOIS MEAT Co., Chicago (Redi-Meat), on Feb. 17 renewed *Play Broadcast* on 5 MBS stations, Mon. 7-7:30 p.m. (CST). Agency: Arthur Meyerhoff Co., Chicago.

AMERICAN HOME PRODUCTS, New York (Anacin, Bi-so-dol), on March 24 renews for 52 weeks *Just Plain Bill* on 64 NBC-Blue stations, Mon. thru Fri., 3:45-4 p.m. Agency: Blackett-Sample-Hummert, N. Y.

MYSTIC LABORATORIES (creams) and Wyeth Chemical Co. (Hill's cold tablets), both Jersey City, on March 24 renews for 52 weeks *John's Other Wife* on 64 NBC-Blue, Mon. thru Fri., 3:30-3:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

HECKER PRODUCTS, New York (Shinola), on March 15 for seven weeks renews *Lincoln Highway* on 61 NBC-Red stations, 10-10:30 a. m. (reb. 12 noon-12:30 p. m.). Agency: Benton & Bowles, N. Y.

AMERICAN ECONOMIC FOUNDATION, Cleveland, on March 3 renews for 13 weeks *Wake Up America* on 33 MBS stations, Mon., 9:15-10 p. m. Placed direct.

STERLING PRODUCTS, New York (various) on Feb. 17 renewed *Backstage Wife, Easy Aces, Neighbors With Blanchard McKee, Our Gal Sunday, Sweetest Love Songs* on 15 Texas State Network stations, Mon. thru Fri., 9:30-10:45 a.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

GENERAL FOODS Corp., New York (Grape Nuts), shifts *Kate Smith Hour*, on CBS, Fri., 8-8:55 p.m., from New York to Hollywood for four broadcasts starting March 21. Agency: Young & Rubicam, N. Y.

IN

ROCHESTER

IT'S

WHEC

BASIC CBS

Station Is Upheld In Script Demand

Court Rules WCBD Entitled To Require Advance Copy

A RULING that may have a far-reaching effect on radio speakers in regard to submitting material in advance of broadcast time was handed down by Circuit Judge Ralph J. Dady, of Waukegan, Ill., on Feb. 17 when he refused to restrain WCBD, Chicago, from compelling Wilbur Glenn Voliva, overseer of the Zionist Church, Zion, Ill., to submit transcripts of his broadcasts 48 hours before he was to go on the air. The minister had sought a restraining injunction.

In handing down his decision, Judge Dady said, "It seems fundamental that a radio station itself should not be permitted to broadcast whatever it feels fit over its station, and it seems fundamental that such station cannot delegate or give by contract or otherwise any such power to any other person.

Not Unreasonable

"It is not complained and we do not consider that the requirement that the plaintiff furnish script 48 hours in advance of broadcast is at all unreasonable.

"Plaintiff's contention that the censorship required by defendant is an interference with the right of free speech is disposed of by the case of Trinity Methodist Church vs. the FCC in which it was held that a reasonable censorship is not an impairment of the right of free speech."

Voliva had been conducting religious broadcasts on WCBD for many years. He was one-time owner of the station and had continued his schedule under the outlet's present ownership since 1934.

First difficulty arose Aug. 15, 1938 when Voliva used political material on the Zion city elections in his broadcast. He was requested at that time to submit his material 48 hours in advance. According to Gene T. Dyer, owner of the station, Voliva promised that that time that religion would be the only subject discussed and the order for submission of material was rescinded.

It is claimed that Mr. Voliva violated his pledge July 21, 1940, when he launched an attack on President Roosevelt regarding his third-term candidacy. The order for the advance transcripts then was reinstated and Voliva countered by asking the court for the restraining injunction.

Benedict Cottone, FCC attorney, appeared at the Waukegan hearings at the request of Telford Taylor, FCC general counsel. He acted merely in the capacity of "friend of the court" since this case will undoubtedly be referred to if other legal action of this nature occurs in the future.

Hearings started on Feb. 13 with Judge Dady rendering his decision two days later. Mr. Voliva was officially notified by WCBD on Feb. 17 that full scripts would be required in the future with absolutely no deviation allowed.

NBC's Advisory Board Plans Defense Meeting

RADIO'S place in national defense will be the main topic of discussion at the annual meeting of the NBC Advisory Council, to be held Feb. 28 in NBC's headquarters in New York. Formed 14 years ago by NBC as a guide in matters of public policy, the council includes leaders in many fields of American activity who offer individual points of view on the relationship of broadcasting to the various interests they represent, including agriculture, education, religion, music, women's activities, labor, industry, science, law, youth, and the arts.

The council is headed by Owen D. Young. Other members are: Dr. Henry Sloane Coffin, president of Union Theological Seminary; Dr. Ada Comstock, president of Radcliffe College; John W. Davis, lawyer; Dr. Francis D. Farrell, president of Kansas State College; William Green, president of the American Federation of Labor; Alfred E. Smith, former governor of New York; Mrs. Agustus Belmont, chairman of the Metropolitan Opera Guild.

RCA-NBC members are David Sarnoff, president of RCA and chairman of the board of NBC; Niles Trammell, president of NBC; General James G. Harbord, chairman of the board of RCA; Dr. Walter Damrosch, musical counsellor of NBC; James Rowland Angell, NBC counsellor for public service programs.

Named to Ad Groups

ELECTION of Edwin S. Friendly, business manager of the *New York Sun*, and Roy E. Larsen, president of Time Inc., to membership on the Committee on Consumer Relations in Advertising was announced Feb. 20 at Committee headquarters in New York. Mr. Friendly succeeds Col. Julius Ochs Adler, now in active military service, and Mr. Larsen succeeds Walter Fuller, of Curtis Publishing Co.

Rogers Joins AP

C. EDLY ROGERS, general manager of KALB, Alexandria, La. for three years, has resigned to join the new Press Association Inc., subsidiary of the Associated Press, handling of radio and other non-newspaper news operations.

And It's All In One
P A C K A G E
Imagine a huge granary holding crops worth $200,000,000 annually—an industrial empire made up of hundreds of manufacturing plants—all fields whose production is commanding national attention. This is the rich WSOY area—Central Illinois. This is
250 WATTS @ 1310
FULL TIME
Sears & Ayer, Nat'l Rep.
DECATUR
ILLINOIS
WSOY

'THOU SHALT NOT STEAL'

Ancient Admonition Never Repealed, Never Amended; Principles of Fair Competition Apply

The problem of who owns rights to titles is a stickler for courts, counsel and other interested parties and Albert W. Gray, New York attorney, threw light on the subject in the Oct. 15 BROADCASTING. *Under the heading "You Can't Say That!—Without a Suit", he reviewed court opinions on the matter of titles. After reading some observations elicited by the article, Mr. Gray amplifies it with these further comments:*

By ALBERT W. GRAY
Member, New York Bar

THIRTY-FIVE centuries ago there was enacted the statute, "Thou shalt not steal." It has never been repealed. All the agitation for its amendment has been confined to a rather scattered group of questionable public standing.

A Missouri mule, with neither fame of family nor pride of posterity, may, with impunity, be called, "Man O'War". No one is injured. No one is the loser. But let the proprietor of this beast sell him as the "Man O'War" who earned a million dollars for his owner, then he takes the fruit of the labor of others that is not his to take.

When a motion picture scenario was named "Test Pilot", it had nothing in common with stories published under that name. The resemblance was merely in the name. The court in deciding the case said, "The words 'Test Pilot' are merely descriptive; they can no more be appropriated than any other purely descriptive terms".[1]

Unfair Competition

On the other hand, a few months ago a case occurred in the United States Court in Massachusetts where not only the name of another's work had been taken but, according to the complainant's statement, the characters, episodes and plot had been transferred bodily into a broadcast skit. Here the mule essayed to step from his humble role into the trotting class. Commenting on the case presented by the copyright owner the court said: "If it should appear that in these broadcasts the defendant had appropriated without the plaintiff's consent the plot and principal characters of the novel and the use being made of her literary production was such as to injure the reputation of the work and of the author and to amount to a deception upon the public, it may well be that relief would be afforded by applying well-recognized principles of equity which have been developed in the field known as unfair competition."[2]

Nearly half-a-century ago the name, along with the characters and plot of DuMaurier's novel *Trilby* were pirated by an unauthorized dramatization. An injunction was sought against the play and also against the use of the name *Trilby*.

Holding the unauthorized dramatization of the story should be stopped but that the name itself was beyond the purview of the law, the court said: "The application for an injunction against the mere use of the name *Trilby*, as the title of any dramatic composition which does not present such scenes, incidents, plot or dialogue (of the novel) and simulate a colorable imitation or adaptation thereof, is denied. It is the name in connection with the novel, not the name alone, which the copyright law protects."[3]

There is no law that prevents one man having the same name as another. But when one man pretends to be another and the pretension extends to the signature of a check, it is not the similarity of names that makes the crime.

So long as the mule represents himself to be naught but mule, the Sixth Commandment of the Decalogue remains inviolate.

[1] Collins vs. Metro-Goldwyn Pictures Corp., 25 Fed. Suppl. 781.
[2] Prouty vs. National Broadcasting Co., 26 Fed. Suppl. 265.
[3] Harper vs. Ranous, 67 Fed. Rep. 904.

Town Meeting Remote

FOR THE FIRST time in its history, the NBC-Blue program *America's Town Meeting of the Air* is originating in cities outside of New York during a cross-country tour of six cities from Feb. 20 through March 27. Well-known speakers travel to each city for the Thursday evening broadcasts and George V. Denny Jr., continues as moderator. Cities scheduled are Birmingham, Los Angeles, San Francisco, Seattle, St. Paul and Des Moines.

Falstaff Spot Events

FALSTAFF BREWING Corp., St. Louis, will sponsor all special events carried on WWL, New Orleans, during the Mardi Gras celebration, according to General Manager W. H. Summerville. The sponsorship includes six half-hour broadcasts of parades on six nights preceding Mardi Gras. On Mardi Gras Day six more broadcasts will aggregate 2 hours 15 minutes. The program will be handled by Henry Dupre.

AFM-WSIX Pact

WSIX, Nashville, on Feb. 20 signed a contract with American Federation of Musicians, ending a several-day AFM strike in which AFM canceled all remote band pickups of MBS, with which WSIX is affiliated.

Baseball on WLOL

WLOL, Minneapolis, will carry exclusively the play-by-play broadcasts of Minneapolis Miller games under sponsorship of General Mills and Socony-Vacuum Oil Co., according to Edwin P. Shurick, general manager. Harry McTigue will announce.

Masons on CBS

ARRANGED by Don Searle, vice-president and general manager of Central States Broadcasting System, a Masonic program dedicated to George Washington was scheduled over 99 CBS stations on the first President's birthday Feb. 22. Carried from 10:15 to 10:30 p.m., EST, the program featured an address by Senator Truman (D-Mo.), Grand Master of Missouri Masons.

THEIR FAME IS YOUR FORTUNE

Hollywood intrigues America! Stella Unger, who knows the stars intimately, tells all about them in "Hollywood Headliners," an NBC Recorded Program...
at bargain cost!

Hollywood stars are *news*...of absorbing interest. In "Hollywood Headliners," Stella Unger "Your Hollywood Newsgirl" turns this interest to your profit. She reveals the intimate details of their rise to stardom...has proved the sales formula behind this show in previous programs for big advertisers.

Her program, "Hollywood Headliners," offers you a remarkable value...a full year's schedule of 3 five-minute programs a week...156 programs a year...at unbelievably low cost. As part of the promotional material available to all "Hollywood Headliners" subscribers, NBC includes a special series of recorded advance announcements and a sales presentation by sales-minded Stella Unger herself, addressed to commercial prospects.

Now being sponsored in over forty cities. Many leading markets still available. Write—

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York
Merchandise Mart, Chicago Trans-Lux Bldg., Washington, D. C. Sunset & Vine, Hollywood

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK

JOHNNIE O'HARA
ST. LOUIS' ACE SPORTSCASTER

A Feature Personality of
ST. LOUIS KWK
Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

House Bill Would Grant FTC Power Over Music Copyright

Proposed Measure Is Outgrowth of ASCAP War; Condemnation Provision Included in Bill

By LEWIE V. GILPIN

BRINGING music copyright disputes squarely within the jurisdiction of the Federal Trade Commission, a bill introduced in the House Feb. 18 by Rep. Martin J. Kennedy (D-N.Y.) would subject to condemnation proceedings music involved in violation of FTC orders setting "fair and reasonable compensation" for its use. The condemned copyrights would be disposed of by sale to the highest bidder or cancelled, in the discretion of the condemning court, according to provisions of the proposal.

Apart from the Kennedy bill, a direct outgrowth of the BMI-ASCAP controversy, radio legislation has remained quiet during Congressional consideration of the controversial lease-lend bill. Setting the stage for coming action on a proposal to revise administrative procedure, a subcommittee of the Senate Judiciary Committee on Feb. 20 scheduled for March 31 hearings on several proposals along this line introduced at this session.

Exemption for Reporters

Senator Hatch (D-N. M.), chairman of the subcommittee and a leader in the fight last session for the Logan-Walter bill, which died after Presidential veto, has introduced three separate proposals for committee consideration, one each for the majority and minority representation on the Attorney General's Committee on Administrative Procedure and a third covering American Bar Assn. recommendations. Senator Hatch stated that the committee plans to consider all proposals offered and bring out the "best bill possible".

On Feb. 19 Senator Capper (R-Kan.) introduced in the Senate a bill exempting news reporters from testifying in court or before Congressional committee with respect to sources of confidential information. Although the bill as introduced applied only to newspaper reporters and their editors and publishers, Sen. Capper stated to BROADCASTING that the proposal would be broadened to include radio reporters and commentators. The bill would provide exemption from revealing the source of any confidential information, except acts of treason, obtained for publication or broadcast.

In view of delayed Senate Appropriations Committee action in approving the Independent Offices Appropriation Bill, which includes $4,259,729 for the FCC, no action is expected on the appropriation measure until probably late this week.

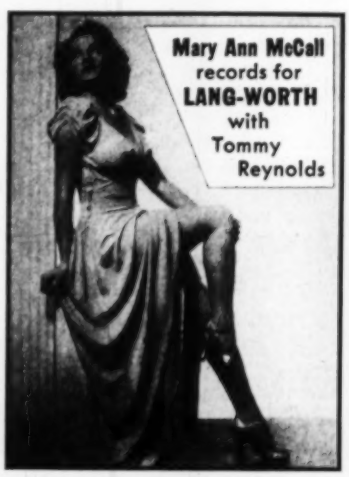
The Kennedy proposal (HR-3456), noting that the charge for license or performance of music is a matter of public interest and subject to Government regulation, provides:

"Whenever two or more persons, owners, assignees, or possessors of a U. S. copyright on any music production combine or join in an association to fix or limit the price charged for the public use or performance of said music, shall refuse to enter into an agreement or contract with any other person permitting that person to publicly use said music upon the payment of a fair and reasonable compensation, the Federal Trade Commission shall, upon the application of any interested party, summon before it the persons seeking the use of said copyright music production and the owner, assignee or possessor of such copyright music and after hearing all parties fix a reasonable compensation for such use and shall make an order thereon permitting the use of said music upon payment of such fixed compensation. Any person refusing to comply with the terms of such order shall be guilty of an unfair method of competition within the meaning of the Federal Trade Commission Act".

In addition to the condemnation provision, which would go into effect for violation of the FTC order, the bill provides that violation amounts to a misdemeanor, subject to fine of not more than $5,000 or imprisonment of not more than a year, or both.

THE new program folio of WOR, New York, features a weekly cartoon such as this by Leo Barol ... *"and this is Mr. Oliver, who composes jingles for commercial announcements."*

NBC STATION
WTCN
Offers You
2 MARKETS
for the Price of One!
ST. PAUL AND MINNEAPOLIS
With Over
800,000
POTENTIAL LISTENERS
WTCN Is Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times Tribune
FREE & PETERS INC.
National Representatives.
New York
Chicago
Detroit
Los Angeles
San Francisco
Atlanta



WRVA COVERS
RICHMOND
AND NORFOLK
IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Equipment

GATES RADIO & SUPPLY Co. has announced the sale of a complete Gates American Corp. transmitting plant including S251 transmitter, 30 series console, monitors, turntables and microphone to KAWM, Gallup, N. M., recently destroyed by fire. Other Gates sales include a model 30 speech console to WAYX, Waycross, Ga., and directional phasing equipment, antenna tuning unit and tower choke equipment to WALB, Albany, Ga.

RCA MFG. Co. announces sale of the following transmitters: WCED, Dubois, Pa., 250-K; KGLO, Mason City, Ia. 1-K; WBEN, Buffalo 5-DX; WMVA, Martinsville, Va., 250-G; WMRN, Marion, O. 250-K; WALA, Mobile, Ala., 5-DX.

GE has announced development of new television floodlights capable of the same illumination as the present incandescent lamps, but with one-quarter the heat. The new floodlights, according to A. F. Dickerson, lighting division manager, use three water-cooled, 1,000-watt mercury lamps, producing 195,000 lumens of light, an amount equivalent to that produced by 225 of the ordinary incandescent lamps. Each mercury lamp is the size of a cigarette.

TEST oscillator unit is being put out by RCA Mfg. Co., to assist its tube and equipment distributors, service men and radio dealers in jobs of resetting the nation's push-button radio receivers on Radio's Movin' Day—March 29. Known as the RCA station allocator, it has eight push-buttons that can be set to the frequency of any eight stations in a given locality. The instrument then generates a signal which is supplied to a radio receiver as a guide in resetting the push buttons. Dealer net price is $17.50.

CLAROSTAT MFG. Co., Brooklyn, has announced a new glass-insulated-element plug-in tube-type resistor, type MTG, for extra-heavy-duty service, as in sets using both 300 and 150 milliampere tubes served by a single voltage-dropping resistor. Employing a fibre-glass core for the winding, which may also be covered with a fibre-glass braiding, the glass-insulated element can handle more than three times the wattage of the usual bare winding, according to Clarostat. The company has just issued the fourth edition of its replacement manual, which contains all previous listings plus new ones that bring the book up-to-date. Copies are available at 15 cents each from jobbers or from the company direct.

RECORDALL Mfg. Co., Los Angeles recording and equipment manufacturers, has discontinued operation.

AMERICA SPEAKS, GERMANY PAYS

Hitler Asks for Opinions About His Country —And Gets Them—in Quantity

A LIGHTER side to the grimness of the European war was supplied by radio and probably all unwittingly by the German Minister of Propaganda with the Nazi invitation to Americans to send RCA messages collect to Germany telling what they would like to hear in the way of shortwave broadcasts from the Reich.

CBS picked up the announcement Feb. 14 when it was made by one Jackie Goodsell on the third of a series of English shortwave programs from Germany titled *Let's Get Acquainted*, regularly broadcast Tuesdays and Fridays, 8:15-8:30 p.m. (EST). "Telegraph and let's get acquainted," said Jackie, addressing his invitation to "every thinking, intelligent American citizen".

And "thinking citizens" responded, perhaps not in the way Jackie or the German Government had expected. Since the announcement RCA has been swamped with insulting cables to Ameradio, Berlin—the cable address required. The messages, up to 25 words each, cost Germany $2.19 each on the RCA overnight rate, $3.23 at the deferred rate, and the bill owed to RCA mounted rapidly. The offer was withdrawn effective Feb. 22, midnight.

Most of the messages have been definitely on the caustic side, requesting a broadcast of Hitler's funeral, musical programs with "Italian soldiers singing 'Deutschland Uber Alles'," or the playing of Irving Berlin's new song "When That Man Is Dead and Gone."

RCA refuses to divulge how many messages it received and admits that it held up some of the more deprecatory cables, until Germany wired to send on even the most "objectionable" messages. The newspaper *PM* offered New Yorkers a chance to have their messages publicized giving $1 for every one printed in its columns.

Pacific Blue Card

DESIGNED for western advertisers and national advertisers aiming for regional coverage in the West, NBC-Pacific Blue Network has issued its rate card No. 1. The card, the first ever issued independently, embodies the same rates as before [BROADCASTING *Yearbook*, p. 294]. Advertising in various trade journals is being used to show advertisers the regional advertising value of NBC-Pacific Blue.

AFRA Claims Advance In Its Disc Negotiations

AMERICAN Federation of Radio Artists will push its proposed code covering actors, singers, announcers and sound effects men employed in the making of transcriptions as rapidly as possible, according to Emily Holt, executive secretary of the talent union. Code is currently in process of revision and a progress report was given the AFRA board at its regular meeting Feb. 20. Barring an unexpected interruption, the revision should be completed within the next two or three weeks, she said.

AFRA has just secured a two-year contract with KWK, St. Louis, which brings that station into parity with the three other major stations in St. Louis who also have AFRA contracts, Mrs. Holt stated.

Election Service

WITHIN 100 minutes of the poll closing Feb. 17, WJIM, Lansing, Mich., had broadcast results of the voting in all 38 city precincts; Howard Finch, special events chief had interviewed Municipal Judge Sam Street Hughes, elected mayor, and his rival, Representative Fred L. Kircher.

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives

WEED & COMPANY

Morriss Weisstein, above, is credited with inventing the super-market—operates 6 giants which would be included in anybody's list of California's 12 greatest.

Regarded as the biggest independent grocery buyer in the West, Morriss Weisstein answered "KNX," when asked which radio station *he* considered to be of greatest power in influencing brand preference in all Southern California.

KNX LOS ANGELES

Southern California retailers know what Southern California consumers demand—know, too, that KNX is the West's strongest single influence in building consumer demand for branded merchandise.

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Owned and Operated by the Columbia Broadcasting System • Represented by RADIO SALES

KIDO Boise

NBC Red and Blue

KIDO *NBC*

Idaho's Metropolitan Station

serves

52%

Of Idaho's Retail General Merchandise

JOHN BLAIR & CO.
Nat. Reps.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 15 TO FEBRUARY 21, INCLUSIVE

Decisions . . .

FEBRUARY 15

MISCELLANEOUS — KEVR, Seattle, granted leave amend application of KEEN for CP change 1370 to 1420 kc 100-250 w unl., to substitute Evergreen Broadcasting Corp. as applicant and show change of call letters to KEVR; KGIR, Butte, Mont., hearing on KGNO continued for 30 days from 2-26-41; WGNY, Newburgh, N. Y., consolidated hearing set for 20 days from 2-17-41 on applications WGNY and Stephen R. Rintoul, Stamford; NEW, Park Cities Broadcasting Corp., Dallas, granted consent to amend application new station 940 kc 500 w. unl.

FEBRUARY 19

NEW, Westinghouse Radio Stations—Granted CP FM 45.7 mc 9,300 sq. miles 4,500,000 population, in Philadelphia; granted CP FM 46.7 mc 6,700 sq. miles 3,400,000 population, in Boston; granted CP FM 44.9 mc 6,100 sq. miles 420,000 population, in Fort Wayne; granted CP FM 48.1 mc 2,500 sq. miles, 500,000 population in Springfield, Mass.

NEW, Rockford Broadcasters Inc., Rockford, Ill.—Granted CP FM 47.1 mc 3,900 sq. miles 270,000 population.

NEW, Hawaiian Broadcasting System Ltd., Honolulu—Granted CP 1310 kc 250 w unl.

NEW, Vermont Radio Corp., St. Albans, Vt.—Granted CP 1390 kc 1 kw D, asks WQDM facilities, order will be issued to dismiss renewal proceedings against WQDM.

NEW, Harbenito Broadcasting Co., Harlingen, Tex.—Granted CP 1240 kc 250 w unl.

KDKA, WBZ, WBZA, KYW, etc.—Granted voluntary assignment licenses and CPs to Westinghouse Radio Stations Inc.

WFOR, Hattiesburg, Miss.—Granted CP increase to 250 w N & D.

WGR, Buffalo—Granted CP directional N, move transmitter.

WEVD, New York—Granted CP increase to 5 kw N & D, move transmitter.

SET FOR HEARING—NEW, CBS, Boston, CP FM 44.1 mc 16,230 sq. miles; NEW, General Electric Co., Schenectady, renewal application television stations; WEEU, Reading, Pa., CP increase to 1 kw unl.; WOOD, Grand Rapids, Mich., amended application for consent voluntary assignment license to WOOD Broadcasting Corp.

MISCELLANEOUS—WAKR, Akron, dismissed without prejudice petition and application; NEW, William H. Amesbury, Minneapolis, dismissed application new station; NEW, William D. and Violet Hutton Hudson, Clarkville, Tenn., granted reconsideration and grant without hearing application new station 1370 kc 250 w unl., cancelled hearing now scheduled; NEW, J. Leslie Doss, Bessemer, Ala., denied request to reconsider action 12-4-40 setting application for hearing.

FEBURARY 20

KWK, St. Louis—Granted motion dismiss rehearing petition directed against grant 10-29-40 of application Brown County Broadcasting Co. for new station in Brownwood, Tex.

FEBRUARY 21

MISCELLANEOUS — WIBA, Madison, Wis., granted modification CP increase power for new transmitter; WBTA, Batavia, N. Y., granted modification CP new station for new transmitter; WCBT, Roanoke Rapids, N. C., granted license new station 1200 kc 250 w unl.; KWTO, Springfield, Mo., CP increase hours direction N; WTMC, Ocala, Fla., Commissioner Walker named to preside at hearing on license revocation, to be held April 3 in Florida; WDLP, Panama City, Fla., Commissioner Walker named to preside at license revocation hearing to be held April 3 in Florida.

Applications . . .

FEBURARY 20

NEW, Muzak Corp., New York—CP developmental station 1 kw FM.

WBIR, Knoxville—Modification CP new station to change transmitter.

WTAW, College tation, Tex.—Modification CP to change transmitter.

KGER, Long Beach, Cal.—CP increase to 5 kw directional N, asks 1360 kc, 1390 under treaty.

FEBRUARY 17

WABY, Albany—Modification license to 1210 kc.

NEW, Gibraltar Service Corp., Philadelphia—CP FM 46.1 mc 9,318 sq. miles 3,998,402 population.

KICA, Clovis, N. M.—CP change to 1210 kc 250 w, new equip.

KPHO, Phoenix, Ariz.—CP new transmitter.

FEBRUARY 18

WARD, Brooklyn—Voluntary assignment license to Unified Broadcasting Corp. of Brooklyn; modification license to unl.

NEW, Scripps-Howard Radio, Houston—CP 1210 kc 250 w unl., amended to 1230 under treaty.

WIBC, Indianapolis—Modification CP increase power, hours, for approval directional N 1050 kc, 1070 under treaty.

NEW, Barclay Craighead, Butte, Mont.—CP 1500 kc 250 w unl.

KHSL, Chico, Cal.—CP increase 500 w 1 kw D to 1 kw N & D directional, asking 1260 kc 1290 under treaty.

Tentative Calendar . . .

FEBRUARY 26

KFRO, Longview, Tex.—Modification CP to 1340 kc 5 kw unl. directional N.

MARCH 6

WGNY, Newburgh, N. Y., and NEW, Stephen R. Rintoul, Stamford, Conn.—CPs 1370 kc 250 w unl.

MARCH 28

KGNO, Dodge City, Kan.—Modification license to 1340 kc 500 w 1 kw D unl.

APRIL 7

NEW, Yankee Network, Boston; NEW, Worcester Telegram Pub. Co., Worcester, Mass.—CP 44.3 mc for Yankee and CP 43.1 mc for Worcester Telegram Pub. Co.

NEW, Yankee Network, Boston—CP 44.3 mc FM station.

NEW, Worcester Telegram Pub. Co., Worcester, Mass.—CP 43.1 mc FM station.

CBS SUIT DEFENSE DENIES INFRINGING

DEFENSE of CBS against the infringement suit filed by Robbins Music Corp. Jan. 30 in the Federal Court of the Southern District of New York [BROADCASTING, Feb. 3], will be based on claims of a prior license from the author, it is learned. Announced by ASCAP as "the first court action in the ASCAP-radio chain war", the suit charged WEEI, Boston station operated by CBS, with broadcasting without permission a number titled "Don't Be That Way". Benny Goodman, Edgar Sampson and Mitchell Parish were listed as the writers and Robbins as the publisher of the tune.

Defense will not deny that the song in question was broadcast on WEEI but will point out that the tune was broadcast from a transcription which the station had received from World Broadcasting System, which had obtained a license from Mr. Sampson before he became a member of ASCAP. The song was composed by Mr. Sampson several years ago and was licensed by him to WBS prior to his joining ASCAP in 1937, defense will state, continuing that the number was not published by Robbins until 1938, at which time Benny Goodman's name was added.

RESOLUTION presented by Atlantic City's Mayor Tom D. Taggart Jr., and passed unanimously by the City Commission, expressed regret at the departure from the city of Norman Reed, who leaves as managing director of WBAB to assume charge of WWDC, Washington.

AN AMERICAN flag was presented to WSYR by the Women's Auxiliary, Syracuse Post 41, American Legion, in appreciation of seven years of Legion broadcasting over WSYR. The flag was presented by Mrs. George Elliott, president of the Auxiliary, and was accepted by Col. Harry C. Wilder, president of Central New York Broadcasting Corp., operating WSYR.

SOME SCRIPT TIPS

Ainley Gives Lessons in Writing for Radio

POINTING OUT that the writer's inability to see his own brain child in a critical light leads to most of the rejection slips for radio scripts, Joe Ainley, director of *Knickerbocker Playhouse* on NBC-Red, has listed the following pitfalls avoided by a succesful radio author in writing his material:

Don't start out with an idea that you can't finish.

Avoid mob scenes at the microphone, they merely confuse the listener. And, if possible, avoid having more than four characters at the microphone at once.

Don't let the principal characters change personality from one act to the next—unless, of course, you happen to be dealing with schizophrenia.

Avoid scenes where the action depends for its effectiveness on being seen. In other words, a sunrise may be swell stuff in Technicolor, but it's awfully hard to do on the mike.

Other Tips

Stay away from impossible sound effects. The sound effects men are versatile lads indeed, but there's a limit to genius such as the problem of figuring out what kind of noise a pterodactyl would make.

Don't let the show move too slowly. Or, if you must have a low pitch scene, contrast it immediately with a high pitch scene. Don't waste lines. Make every line contribute to the plot or to one of the essential characterizations in the play.

Don't start out with a comedy and finish it up as a melodrama. If you do run into this two-headed situation, you might tear the script apart in the middle and write a comedy ending for the last half . . . thus winding up with two scripts where one bloomed before.

Don't let the hero or heroine be stuffed shirts. They can be noble, but they must be interestingly human, and they shouldn't be like the script people used last week.

Avoid writing a "super-dooper"—a script in which there are so many different situations that even the cast has a difficult time keeping itself unscrambled, let alone the audience.

Jobs by the Thousands Are Created by Radio, Cisler Tells Printers

POINTING out that radio has created many thousand jobs for union members, S. A. Cisler, general manager of WGRC, Louisville, in a letter to the *Courier-Journal*, takes sharp issue with a proposal of John B. Haggerty, president of the International Allied Printing Trades Council, to impose restrictive taxes on radio revenue.

"The printers complain that radio has cost them 25,000 jobs," Mr. Cisler wrote, "but think of the millions of dollars spent in wages for radio set manufacturing plants, talent, personnel of stations, etc. If any printers have lost out through radio it remains to be proved. However, they should remember that to break up the broadcasting industry would throw many thousands out of work. The natural thing to do then would be to ask for a heavy tax on printed work to pay for relief for ousted radio people! These things work both ways."

Rising Costs

Citing the fact that rising production costs form the greatest threat to a free press, Mr. Cisler quotes from an article in the Feb. 15 issue of the newspaper trade paper, *Editor and Publisher*. Preston Low, manager of the CNPA statistical bureau, is quoted by Mr. Cisler as saying:

" . . . these unions have succeeded in creating an artificial scarcity of labor in such crafts, thereby forcing publishers to pay wages which are unreasonably high . . . " Mr. Cisler comments, "from such an authority radio gathers that loss of work for some printers is not entirely the fault of the rapid public acceptance of a new form of advertising."

The WGRC general manager concludes, "We believe that if the printers are determined to break broadcasting, that other unions who also have employes supported by radio revenues will have something to say."

GE Video Hearing

INVOLVING television operations of General Electric Co. in Schenectady, the FCC sitting en banc on Feb. 19 designated for hearing the renewal applications for GE's experimental television station, W2XB, and its television relay station, W2XI, along with the license application for another relay station, W2XD, for which GE holds a construction permit. According to the issues outlined by the FCC, the hearing will be held to determine whether the licensee has operated the stations in accordance with FCC rules and regulations, particularly Sections 4.72 and 4.74, and if not, whether public interest, convenience and necessity would be served by granting the applications. No date has been set for the hearing.

Crystal Specialists Since 1925
ATTENTION
BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION
We are at your service to—
1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00
LOW DRIFT - APPROVED BY FCC
Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

WOR, New York, on Feb. 22 observed its 19th anniversary. The present 50 kw. MBS key in New York started with a 250-watt DeForest transmitter in a tiny makeshift studio.

WALKER TO DIRECT FLORIDA HEARINGS

PURSUANT to orders proposing revocation of licenses of WTMC, Ocala, Fla., and WDLP, Panama City, Fla., on grounds of "concealment of ownership", the FCC last Wednesday designated Commissioner Paul A. Walker to preside at hearings to be held in a Florida city to be designated.

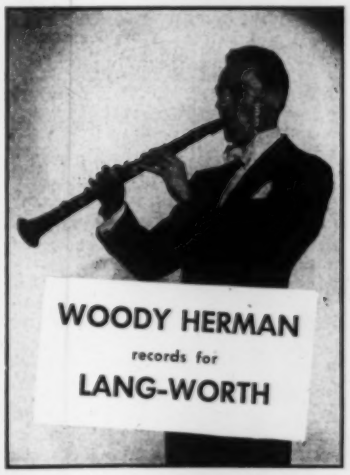
The FCC charged, following an investigation, that the actual operator of both stations is John H. Perry, publisher of the *Pensacola News-Journal*, which operates WCOA; *Jacksonville Journal*, affiliated with WJHP; *Panama City News-Herald*, and other newspapers [BROADCASTING, Jan. 27].

The revocation orders alleged that Mr. Perry had been the real party in interest from the outset and that his interest had not been divulged. WTMC operates with 100 watts on 1500 kc., and WDLP with 250 watts day and 100 night on 1200 kc.

Not at Home

SUBTLE but futile trick was tried by the listeners of cash giveaway programs on WIBG, Glenside, Pa. Before the particular program goes on the air, listeners called the station, saying they wouldn't be at home during the broadcast. They left their telephone numbers and said that if their number was picked, no call should be put through because they didn't want prospective robbers, who might be listening, to know everyone was out. But actually, they hoped the station would be looking for phone numbers that wouldn't be answered so the giveaway jackpot would be bigger and the announcer would call their numbers first.

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y., has named Husband & Thomas its agency, effective March 1, and will continue its spot campaign on 40 stations.



CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Sports announcer—state all information in first letter. Photo, expected salary, age, etc. Box 237, BROADCASTING.

Salesman and Crew Manager—experienced and capable managing parade program or other feature promotion; submit references. Box 234, BROADCASTING.

Engineer—for Midwest manufacturer of radio transmitting equipment—preferably with transmitter design, construction, and maintenance experience. Box 235, BROADCASTING.

Continuity Writer—special ability for mail-pulling copy, must get results. Immediate opening. Submit experience and references. Box 239, BROADCASTING.

Openings on Hand!—for qualified employees—every department—announcers, operators, combinations, transradio press, salesmen, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Engineer-Announcer — mostly announcing opportunity. Must have ability, experience. Little transmitter duty. Southern local independent station. Fair salary. State references. Send audition record. Box 236, BROADCASTING.

COMBINATION ANNOUNCER - OPERATOR—no technical ability required, only radio telephone or telegraph first class ticket, but top-flight announcing imperative. Send transcription air work immediately. KJBS, San Francisco.

Situations Wanted

Outstanding sports announcer — excellent baseball play by play. News and commercials. Box 241, BROADCASTING.

Announcer seeks advancement — twenty, single, year's experience newscasting, commercial announcing. Transcriptions available. Employed in southern station. Box 243, BROADCASTING.

OPERATOR-ANNOUNCER - NEWS - Studio Programs — desires connection Middle West. Now employed. Network affiliation. Married. Excellent references. Box 244, BROADCASTING.

Situations Wanted (Continued)

Commercial Manager—man with outstanding record directing sales organization past three years. Would appreciate interview. Best references. Box 232, BROADCASTING.

Operator—with First Class Radiotelephone license desires permanent job. Three years experience. Excellent references. Details furnished on inquiry. Southern states preferred. Box 238, BROADCASTING.

Attention owners of radio stations!—do you want business and cash returns immediately? I can prove ability to produce in thirty minutes! Box 240, BROADCASTING.

Announcer, Copy-writer—year's experience commercial and sports. 21 years old, single. Employed southern station, but seeks chance for advancement. Photograph, transcription available. Box 231, BROADCASTING.

Engineer, not just an Operator—with 22 years' experience in broadcasting also some announcing. Can m.c. any studio Hillbilly show. Now employed with FCC. References furnished upon request. Desires to get back in broadcasting. Box 242, BROADCASTING.

I Can Run Your Program—recording, or agency radio department for your greater profit. Since 1926, I've grown up with radio in production, announcing, writing, national and local advertising. Also experienced in the theatre. Presently employed, and past two years have managed commercial recording studio and been director of radio instruction in one of nation's leading theatrical schools. My services are not cheap, but will pay dividends. Box 233, BROADCASTING.

Wanted to Buy

Used broadcast frequency monitor HOLLISTER CRYSTAL COMPANY, WICHITA, KANSAS.

For Sale

For Sale—a Lingo type antenna, 188 ft. tall, applicable to the 1200, 1300, and 1400 frequency range. Tower in perfect condition, located in Ashland, Ky. Address manager WCMI.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

BIG LEAGUE GAMES SHIFTED TO WPEN

WCAU, Philadelphia, in line with the policy formulated by CBS, has decided not to broadcast the play-by-play descriptions of the major league baseball clubs this coming season and has leased its rights to WPEN for 1941. At a reported figure of $72,500, WCAU purchased the exclusive broadcast rights to the Phillies home games and has four more years of a five-year contract. Rights to the Athletics games are held by Atlantic Refining Co., with two years remaining of a three-year exclusive contract.

It was learned the WPEN games will be sponsored by Socony-Vacuum Oil Co. and General Mills. A similar arrangement existed on WCAU last season. It was also learned that Red Barber, WOR announcer who handled the Brooklyn games last season, will come here for the WPEN broadcasts, assisted by Ira Walsh, WPEN sports director.

Atlantic Refining will again permit broadcasting of Athletics games for the privilege of airing the Phillies games for the Atlantic-sponsored regional network originating at WIP, Philadelphia. The Atlantic regional this season likely will include only four stations in view of the fact that the Inter-State League, minor baseball league in this territory, banned the broadcasting of major league games in any of its eight cities, many of which carried Atlantic games [BROADCASTING, Feb. 17]. Moreover, it was learned that Atlantic Refining will seek a new originating station after the 1941 season, since WIP joins MBS March 1. WIP's contract with MBS, it is understood, calls for guaranteed afternoon time to start in 1942.

Piel Starts Carter

PIEL BROS., Brooklyn, will sponsor Boake Carter's news commentaries on 12 eastern MBS stations for Piel's beers, beginning March 12. Carter returned to network radio last October, after an absence of two years, to do a series on MBS for United Airlines and since its conclusion he has continued on MBS as a sustaining program. New series, placed through Sherman K. Ellis & Co., New York, will be broadcast from 8:30 to 8:45 p.m. on the following schedule: Monday, Wednesday and Saturday on WOR, New York; Monday and Wednesday on WIP, Philadelphia; Wednesday on WOL, Washington, WKBW, Buffalo, WABY, Albany, WCBM, Baltimore, WNBF, Binghamton, WAGE, Syracuse, with Monday to be added after the first 13 weeks to WOL, WKBM, WABY; Monday on WORK, York, WKBO, Harrisburg. On June 11 WILM, Wilmington, and WCAE, Pittsburgh, will be added for the Wednesday broadcasts.

Ballantine on 15

P. BALLANTINE & Sons, Newark (beer), started in mid-February spot announcements four times weekly on 15 New England stations. Contracts are for 13 weeks and were placed through J. Walter Thompson Co., New York.

"THE FISHING was swell" reports this radio trio after a deep-sea cruise on the good ship *Ruther King II*, out of Key West. Left to right are Bob Allen, of Washington Merry-Go-Round fame, who also does a weekly NBC-Blue program under sponsorship of the Brazilian Government; Walter Brown, vice-president and general manager of WSPA and WORD, Spartanburg, S. C., and A. B. Taylor, WSPA-WORD president.

Born to Swing

A FEW weeks ago, on Jan. 29, Chief Announcer J. B. Clark, of WRAL, Raleigh, N. C., became a father. The attending doctor was an ardent fan of Raymond Gram Swing, MBS commentator. The Clark baby was born at 10:20 p.m., just five minutes after the nightly Swing broadcast. According to Mrs. Clark, the doctor set up a portable radio in the delivery room and listened to Mr. Swing's broadcast while the child was brought into the world. WRAL folk sent a note to Lester Gottlieb, MBS public relations director, who apparently passed it on to Mr. Swing. For in mid-February Mr. Swing sent two large bouquets to Mrs. Clark, along with a personal note with good wishes.

Lever Baseball

LEVER BROTHERS Co., Cambridge, will co-sponsor on behalf of Lifebuoy soap 1941 baseball broadcasts on both home and away games of the Brooklyn Dodgers on WOR, New York. Deal represents the first time Lever has sponsored baseball broadcasts. Co-sponsor had not been definitely lined up as BROADCASTING went to press. William Esty & Co., New York, is agency.

Macfadden on 25

MACFADDEN Publications, New York, is placing chain break announcement for *True Story* magazine on about 25 stations. While Arthur Kudner Inc., New York, continues as the agency for *True Story*, contracts for the spot announcements, which in most cases are for six times weekly, are being handled through Ruthrauff & Ryan, New York.

Survey Shows Addition Of Many Radio Columns

RADIO COLUMNS or sections have been added in the last 18 months by 127 newspapers, according to a survey conducted by the NBC Central Division, Chicago. During that time 81 newspapers have dropped this feature. Thus 46 newspapers have been gained in that period of time. According to William Ray, press chief of network's Chicago office, tearsheets were ordered of all daily newspapers using radio columns, picture spreads and stories about programs or artists. Those merely running program listings were ignored.

It was found at first that 328 newspapers used extensive material daily and or Sunday. These included 40 using this material Sundays only; 184 using daily issues but excluding Sundays; 104 using daily and Sunday editions. Currently, 374 newspapers are using this material. These include 81 on Sundays; 187 daily but excluding Sundays; 106 daily and Sunday.

Nehi's Big Drive

NEHI Corp., Columbus, Ga., will launch one of the largest spot campaigns of the season on behalf of Royal Crown Cola when it starts sponsorship on March 17 of five-minute transcribed programs five time weekly on 284 stations. Transcriptions will feature Howard & Shelton, comedy team, and a theme song advertising the beverage. Commercials will be in the form of testimonials by Hollywood stars. Business will be placed by local dealers in some markets, and in others through BBDO, the agency in charge.

Allcocks Spots

ALLCOCKS MFG Co., Ossining, N. Y. (porous plasters), is using one-minute spot announcements three times weekly on six stations. Contracts are for 13 weeks and were placed through Small & Seiffer, New York.

Three Chicago Stations Pay More for Baseball As WBBM Drops Out

WITH the dropping of baseball broadcasts by WBBM, the three remaining outlets which will carry daily reports of the sport in that city have agreed to increase their payments for the broadcasts to make up partially the loss of revenue of the baseball clubs. WGN will pay $40,384.61 during 1941, an increase of approximately $10,000 over 1940. Sponsor for the coming season will again be the P. Lorillard Co., New York. J. Walter Thompson Co., New York, handles the account. Bob Elson will do the play-by-play broadcasts. WCFL and WJJD will pay like amounts, $14,807.80. This is an average of approximately $4,000 for WCFL and $6,000 for WJJD.

For the seventh consecutive year The Texas Co., Central Division, will use Hal Totten, veteran sportscaster on WCFL. Sponsor will promote many of its products and services during the season. Buchanan & Co., Chicago, is agency.

WJJD will have Walgreen Drug Co., Chicago (chain), as exclusive sponsor for the broadcasts during 1941. Previously sponsorship was divided among four sponsors. Pat Flanagan, formerly of WBBM, and Alan Hale, formerly of WISN Milwaukee, will handle the broadcasts as a new team replacing Charles Grimm who has accepted the job of coach with the Chicago Cubs, who was formerly paired on the broadcasts with Lou Fonseca, promotion manager of the American League. Schwimmer A Scott, Chicago, handles the Walgreen account.

Peter Hand Brewing Co., Chicago, has bought 15-minute periods preceding games on WJJD for *Dugout Dope* by Alan Hale, placed by Mitchell-Faust Adv. Agency, Chicago. Erie Clothing Co., Chicago (men's chain) has bought 15 minutes preceding *Dugout Dope* for *Pat Flanagan Presents*, placed by Gourfain-Cobb, Chicago. The quarter-hour after WJJD games has been bought by Schwimmer & Scott, Chicago, for an un-named client.

Cleveland Baseball

SHERWIN-WILLIAMS Co., Cleveland between Feb. and April 12 is sponsoring quarter-hour programs covering the Cleveland Indians baseball team in training camp. The series includes six evening programs a week, with Pinky Hunter of WCLE and Jack Graney of WHK as commentators. Agency is T. J. Maloney Inc., New York.

Klear-Vu Series

A. L. SIEGEL Co., New York (Klear-Vu bowl covers), is sponsoring announcements three times a week on participating home forum programs on KDKA, Pittsburgh, and WJR, Detroit. More stations will be added, according to S. R. Leon Inc., New York, the agency.

BMI Tunes in Movie

BMI tunes will be featured in the movie "Pot of Gold" produced by James Roosevelt and starring James Stewart, Paulette Goddard and Horace Heidt's orchestra featured on the *Pot o' Gold* broadcast.

Leadership in Library Service

The Ideas of March

. . . are nothing to beware of; in fact, they're pretty much something to be proud of, so far as Standard library releases are concerned.

▼ ▼ ▼

As one idea, try listening to the twenty latest recordings of Henry Busse and Alvino Rey which make up part of the first-of-the-month package to Standard subscribers. And the balance of the package contains some of the finest popular symphonic material ever done by our augmented concert orchestra.

▲ ▲ ▲

Thanks for the tremendous appreciation you program worriers have given to Freddie Martin's fine band, the MacFarland Twins solid orchestra and the new vocals by Dyana Gale released to you the middle of last month as per our promise. More of Martin and the MacFarlands in a hurry.

▼ ▼ ▼

For those who like statistics, the Standard basic library now contains 2246 non-ASCAP selections; and a hundred new ones come up like thunder each and every month. Another group of numerals full of significance is that three digit item at the end of this column which indicates that more stations use Standard transcriptions than any other.

▲ ▲ ▲

Write for information on the Standard Radio Tax-Free library "SPOT-ADS", and Standard Super Sound Effects.

. . COMMERCIAL SHOWS MORE THAN COVER COST OF SERVICE

KRLD
DALLAS
1040 KILOCYCLES
50,000 WATTS
THE TIMES HERALD STATION
OFFICE AND STUDIO
DALLAS

January 31, 1941

Mr. Herbert Denny
Southern Representative
Standard Radio
P. O. Box 933
Dallas, Texas.

Dear Mr. Denny:-

As we enter the third year of service with your Tailored Transcription Library, we wish to compliment Standard Radio on a job well done.

Your slogan "tailored" is well chosen, since the great variety of excellent talent provides us with exactly the type and kind of program with which to meet any requirement, both commercial and sustaining.

We are running a number of regular commercial shows from the Library, which more than cover the cost of the service to us.

But, even more important to us is the quality: as a 50,000 watt station, carrying a full schedule of CBS programs, we have a standard of quality to maintain; and we are glad to say that you come through on that point with flying colors. The excellence of your transcriptions, together with the showmanship of your production are an unbeatable combination, which compliment any Station.

It is a pleasure to do business with fellows who make an effort to render a first-class service —and who know how to go about it.

Sincerely
C. W. EMBERT, Mgr.,
Radio Station KRLD
Hotel Adolphus
Dallas, Texas.

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SHOWMANSHIP, Technical Perfection and Salability . . . and the greatest of these is Salability! Built into every Standard Radio Library Service is the *commercial touch* . . . the inherent ability to *please* the listening public and *sell* the prospective sponsor. The secret? Simply a dash of inspiration in production, a careful balancing of program material and talent, and a determination to maintain that standard of excellence which is winning the approval of more and more subscribers, who chorus "Yes!" when asked:

"Are Your Transcriptions Up to Standard?"

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HOLLYWOOD CHICAGO

WELCOME TO:

WCED — DuBois, Pa.
KINY — Juneau, Alaska
KEYS — Corpus Christi, Texas
WATN — Watertown, N. Y.

Now — 295 Standard Stations!

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